


LIFE

HEART DISEASE AND THE PRESIDENT

CONTINUING THE TRUMAN MEMOIRS

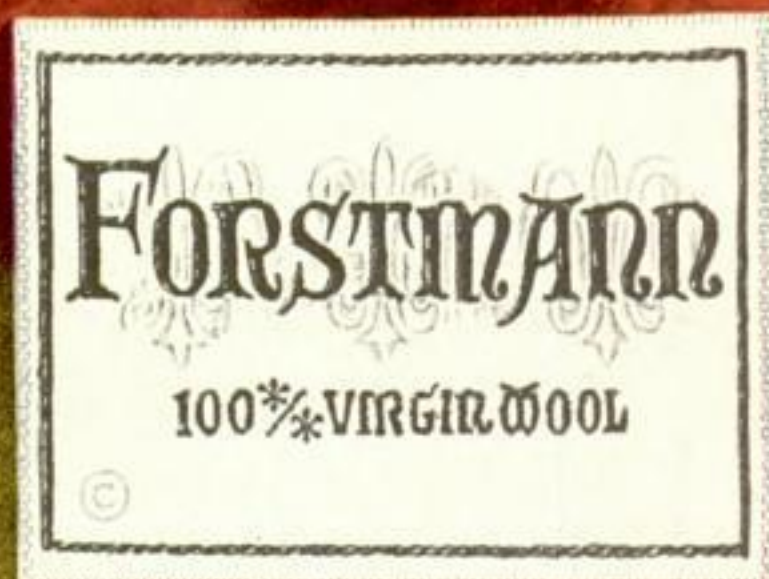
WHY THE VICE PRESIDENT SHOULD BE
'A SPARE CHIEF EXECUTIVE'



PRINCESS MARGARET,
A WOMAN
MAKING UP HER MIND

20 CENTS

OCTOBER 10, 1955



*Look for this label...it identifies
the finest wools in the world*

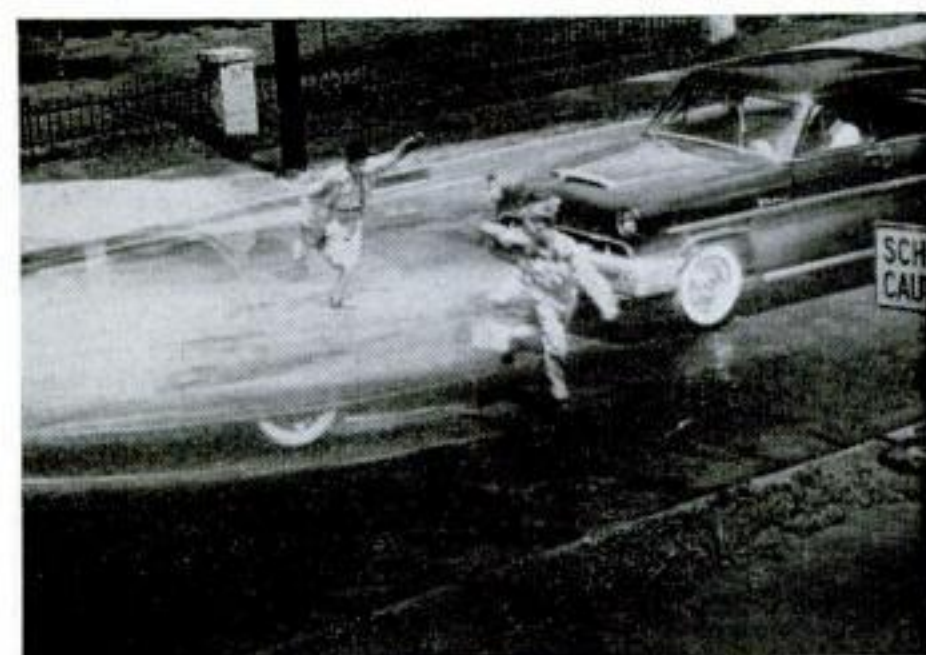
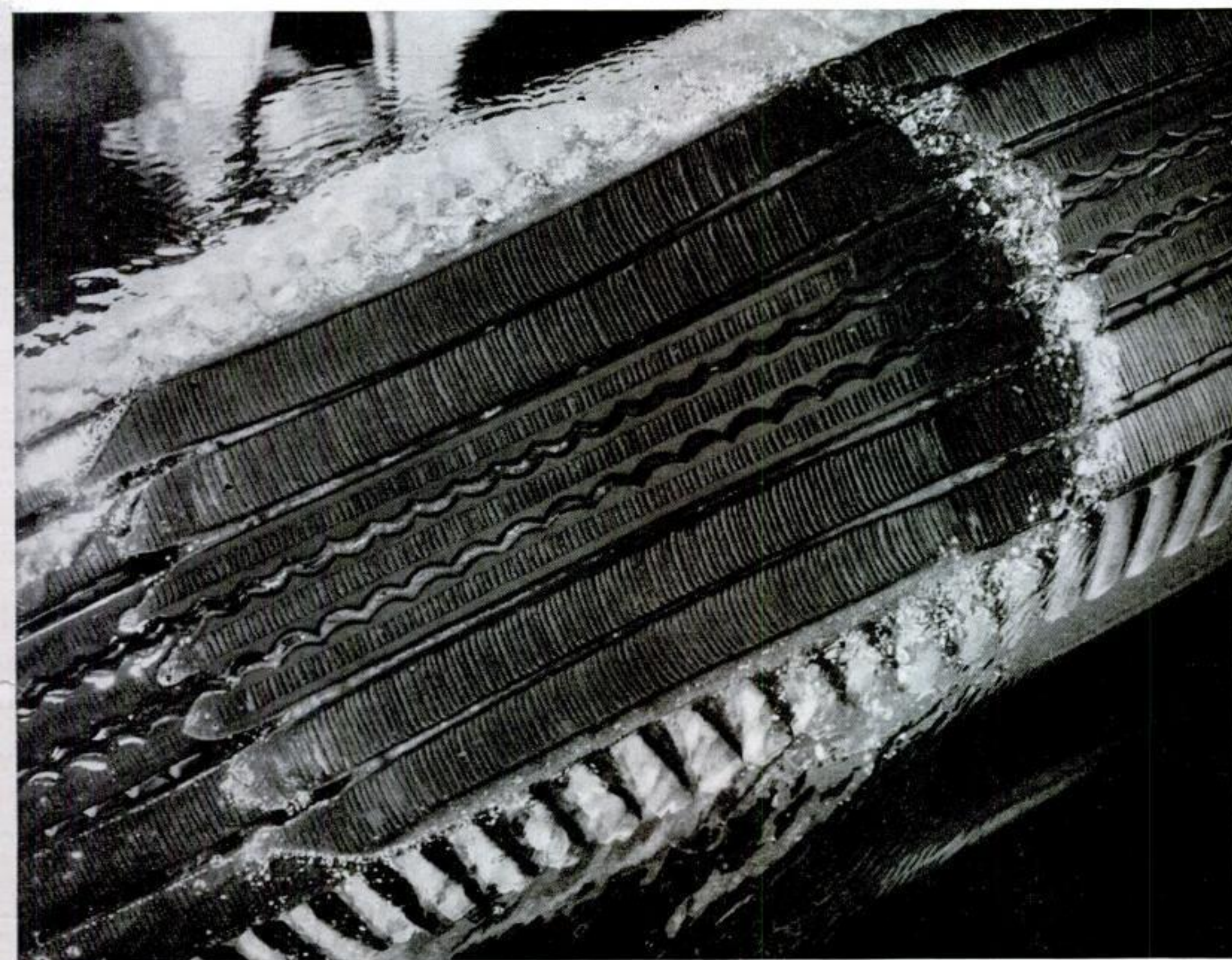
"PEARLANA" IN CARNATION RED IS THE FABRIC OF THE COAT ILLUSTRATED. A LARGE SELECTION OF COATS IN THIS FABRIC IN A WIDE RANGE OF COLORS, WILL BE FOUND AT LEADING STORES IN YOUR CITY. OR "PEARLANA" CAN BE PURCHASED BY THE YARD. ASK FOR "PEARLANA" BY NAME.

FORSTMANN WOOLEN COMPANY
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B.F. Goodrich First in Tubeless



LIFE-SAVER GIVES YOU AN EXTRA SAFETY MARGIN ON WET ROADS. Photo shows how LIFE-SAVER grip-blocks (on dark car above) give you a life-saving margin of stopping power on wet pavement.



LIFE-SAVER DEFIES SKIDS ON ICY OR SNOW-PACKED ROADS. Grip-blocks flex, wipe away water, hold on the dried path. And LIFE-SAVER Tubeless give you year-round blowout and puncture protection.

Thousands of grip-blocks in LIFE-SAVER® tread defy skids on wet streets and icy roads

The closeup photo above shows a B. F. Goodrich LIFE-SAVER Tubeless stopping on a sheet of wet glass. Taken from underneath, it demonstrates what happens when you apply your brakes on a wet, icy or snow-packed road.

B. F. Goodrich LIFE-SAVER Tubeless have thousands of grip-blocks that flex to wipe wet roads dry. They grip the road with caterpillar action to stop your car when the brakes stop your wheels.

B. F. Goodrich LIFE-SAVER Tubeless give you year-round protection against bruise-blowouts and seal punctures permanently nail in or out. They are made by the Inventor of Tubeless, B. F. Goodrich. B. F. Goodrich Tubeless are engineered to meet the demands of today's power cars. You can get this extra safety for your present car *now*. They fit your standard wheels.

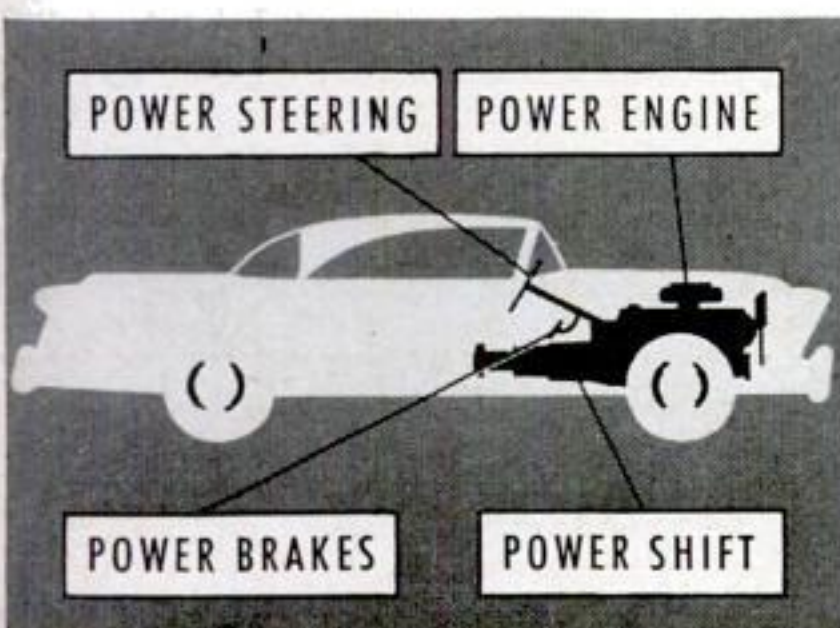
Find your B. F. Goodrich retailer listed in the

Yellow Pages under "Tires". Many B. F. Goodrich retailers offer convenient terms. As little as \$1.00 down puts a LIFE-SAVER on your car. The B. F. Goodrich Company, Tire and Equipment Division, Akron, Ohio.



All this POWER here: ↓

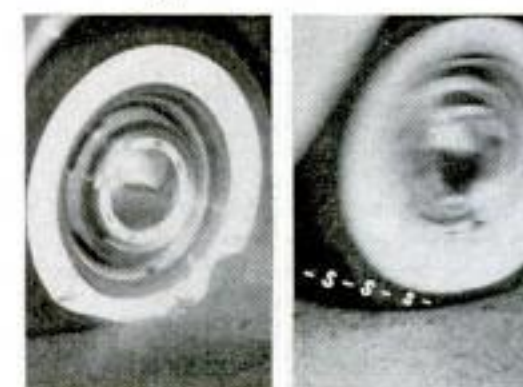
needs B. F. Goodrich POWER Tubeless Tires to put it to work on the road:



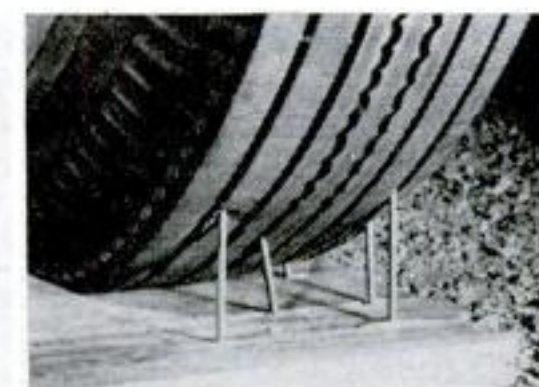
FOR POWER STARTS—They give more grip, less slip. With power shifts and engines, it's easy to spin your wheels on quick take-offs. B. F. Goodrich Power Tubeless turn slip to grip on wet streets.



FOR POWER TURNS—They take out the squeal. Where quicker, power-steered turns make regular tires squeal, B. F. Goodrich Power Tubeless are quieter. They resist side-skid, give you better control.



FOR POWER GO—They take out the bruise-blowout. A patented inner liner, part of the tire itself, slows air loss. Instead of a blow-out, you get a safe s-s-slowout that gives you time to stop.



FOR PUNCTURE PROTECTION—LIFE-SAVER Tubeless seals punctures permanently. Patented sealant gets air-tight grip on puncturing nail. When nail is pulled, sealant plugs hole, makes permanent repair.

Decision by a Princess

A report from TIME-LIFE London Bureau Chief Andre Laguerre gives clues to Princess Margaret's state of mind as she faces her big decision.



PRINCESS ON BIRTHDAY

The President and the world

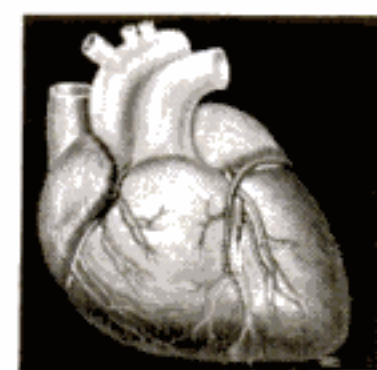
As President Eisenhower gains steadily in Denver, the nation's stunned leaders adjust to a tentative state of government affairs.



LIGHT IN DENVER ROOM

Nature of the heart attack

To explain coronary thrombosis, LIFE presents a pictorial essay and a report on the man called in to supervise the President's treatment.



THE AFFLICTED HEART

Leaping, racing animals

Charts show how far the earth's creatures can leap, how high they can jump and how fast they can move in water, over land, through the air.



BROAD-JUMPING HARE

Starting point of Columbus

Photographer Frank Scherschel, visiting the Spanish port from which Columbus set sail, finds that landmarks of the great voyage still exist.



MEMORIAL TO EXPLORER

The Vice President's role

Harry Truman tells how F.D.R. picked him as Vice President and declares voters should select for this office a man fit to be "spare chief executive."



V.P. NOMINEE IN '44

135

COVER

Princess Margaret smiles in an official portrait taken by Cecil Beaton for her 25th birthday (see pp. 135-144).

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WIN \$10,000!
maidenform
dream contest

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So send in your dream ideas immediately—you may be one of the lucky winners!

NOTHING TO BUY! EVERYONE CAN TRY! SEND IN AS MANY ENTRIES AS YOU WISH!

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Over \$20,000 in cash prizes!

Win \$10,000! Pick the dream in which Chasonette, America's favorite bra (as shown), will be featured. It rounds as it accentuates... makes the most of every curve you own. 2.00, 2.50

Rules for the Maidenform Dream Contest

- 1 Nothing to buy—no box tops to send in, just 'dream up' as many suggestions as you wish. However, each entry must be submitted with an official entry blank. Additional entry blanks may be picked up at any Maidenform dealer. Each entry must also be accompanied by a different statement of twenty-five words or less which completes this sentence: "I prefer Maidenform, world's most popular bra, because . . .".
- 2 All entries will be judged by The Reuben H. Donnelley Corporation on the basis of originality, aptness and general interest of the dream suggestion and statement which accompanies it. Fancy entries won't count extra. Judges' decisions will be final. All entries become the exclusive property of the sponsor; and all rights are given by the contestant without compensation, for use of all or any part of his entry in the sponsor's advertising. Duplicate prizes awarded in case of ties. The entry must be the original work of the contestant.
- 3 Any person, residing in the United States, its possessions and Canada, may enter the contest, except employees, or members of their immediate families, of the sponsor and its advertising agencies. All members of a family may enter, but only one prize will be awarded to a family. Contest is subject to government regulations.
- 4 Send all entries to: Maidenform Dream Contest, P. O. Box 57A, Mt. Vernon, New York. Entries must be postmarked no later than November 30th, 1955 to be eligible.
- 5 All winners will be notified by mail within four weeks of closing date. Winners' list will be sent to all who request it with a self addressed, stamped envelope.

Official Entry Blank

MAIDENFORM DREAM CONTEST
 P.O. Box 57A, Dept. 109
 Mt. Vernon, New York

"I dreamed I _____
 _____ in my Maidenform bra"

NAME _____
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 CITY _____ STATE _____

Complete this sentence in 25 words or less: I prefer Maidenform, world's most popular bra, because

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you pay
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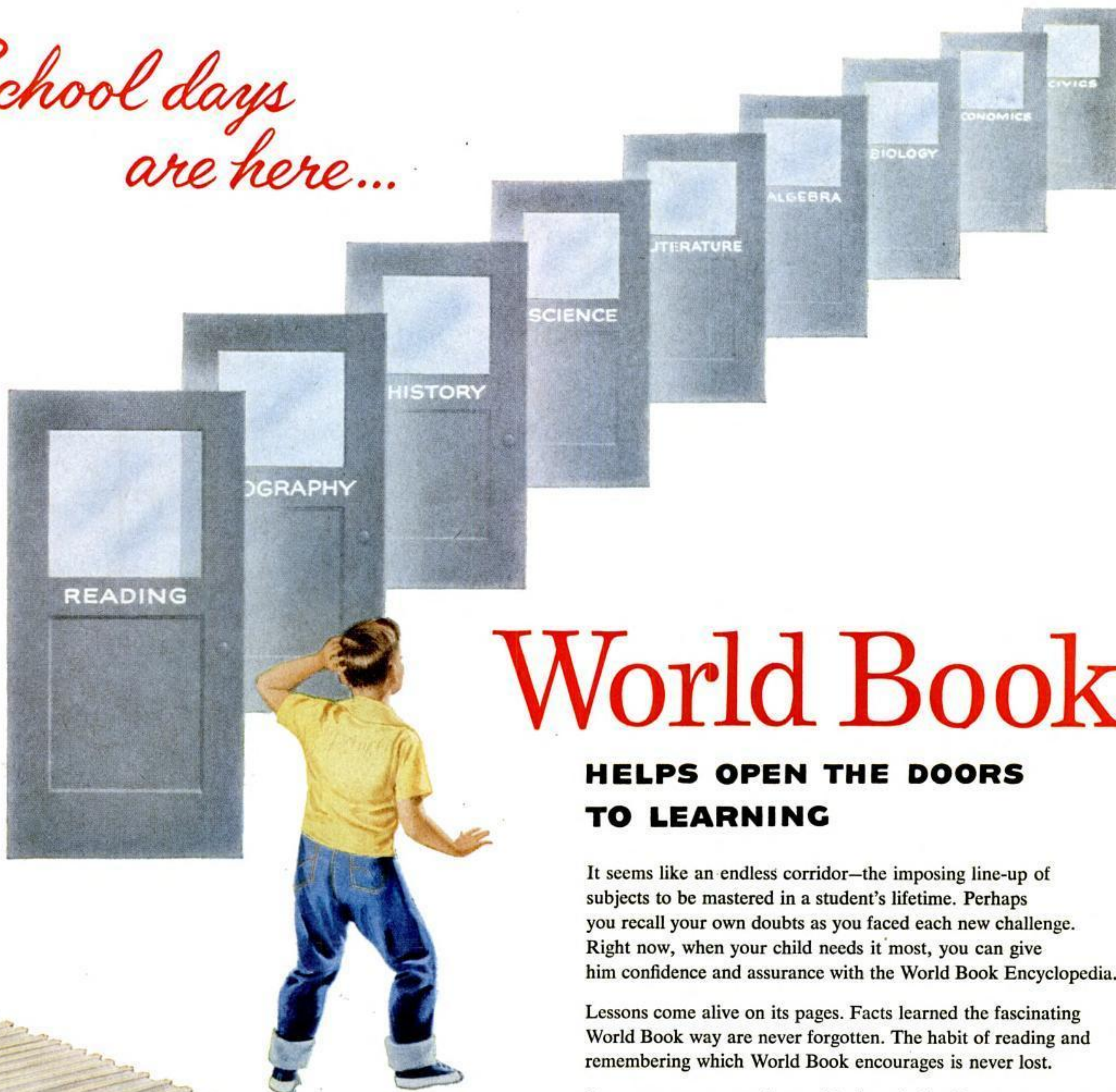
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\$12.95
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are here...*



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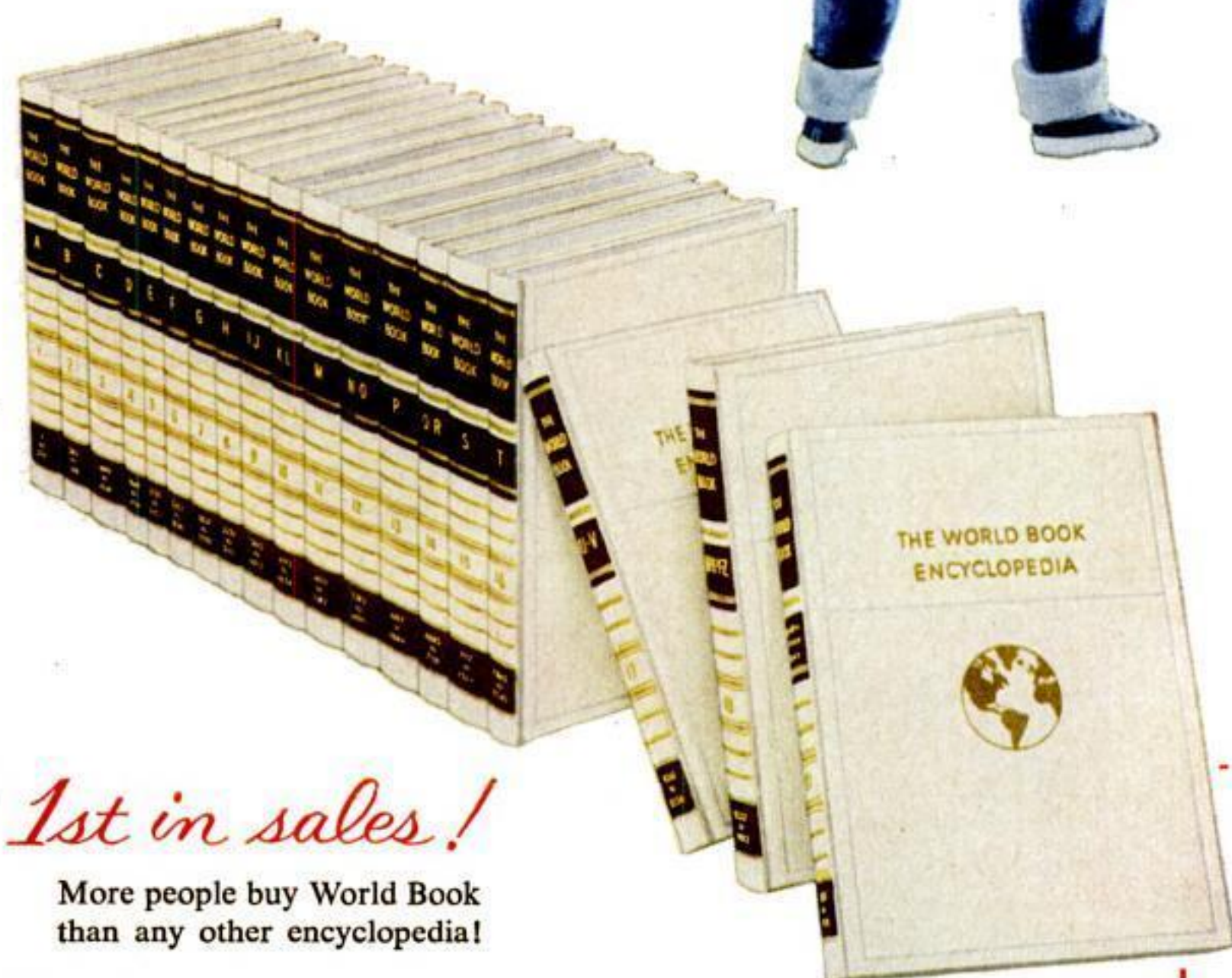
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*Heats a can of soup piping hot in only
65 seconds! Cooks all ways automatically
—even to barbecuing and French frying!*

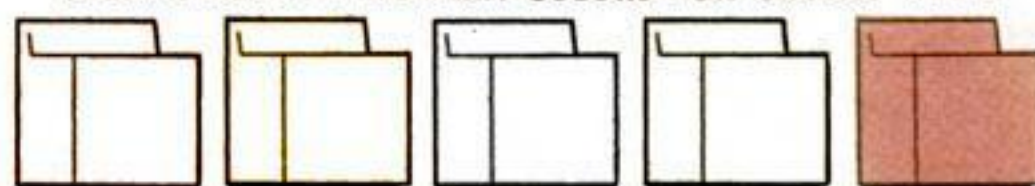
HERE'S the world's first and *only* range that cooks food as fast as it *can* be cooked—and does *every* cooking job *automatically*! This means you need spend far less time in the kitchen, yet you'll cook tastier meals than ever!

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Marvelously advanced features! For one, the exclusive Hotpoint Mealtimer that automatically times and turns off both top-of-range and oven cooking—then summons you to dinner! There's the plug-in automatic griddle. The Roto-Grill Barbecue, for juicier, extra-delicious ribs, roasts and poultry without basting. Many, many other advantages, too—including optional automatic French Fryer! See Hotpoint*, the *only* range that gives you everything you've ever wanted in cooking convenience.

*Dealers are listed in most classified phone directories.

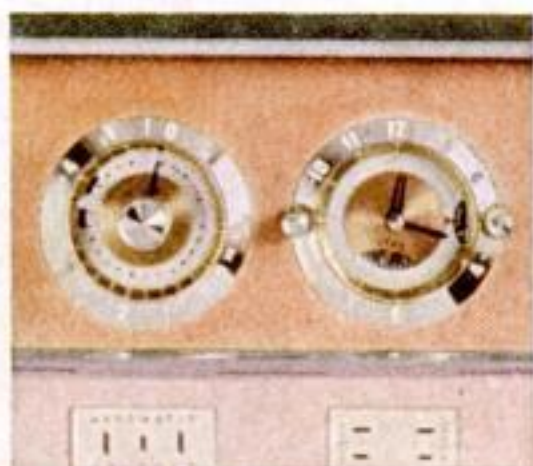
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Co-Star of Hotpoint's
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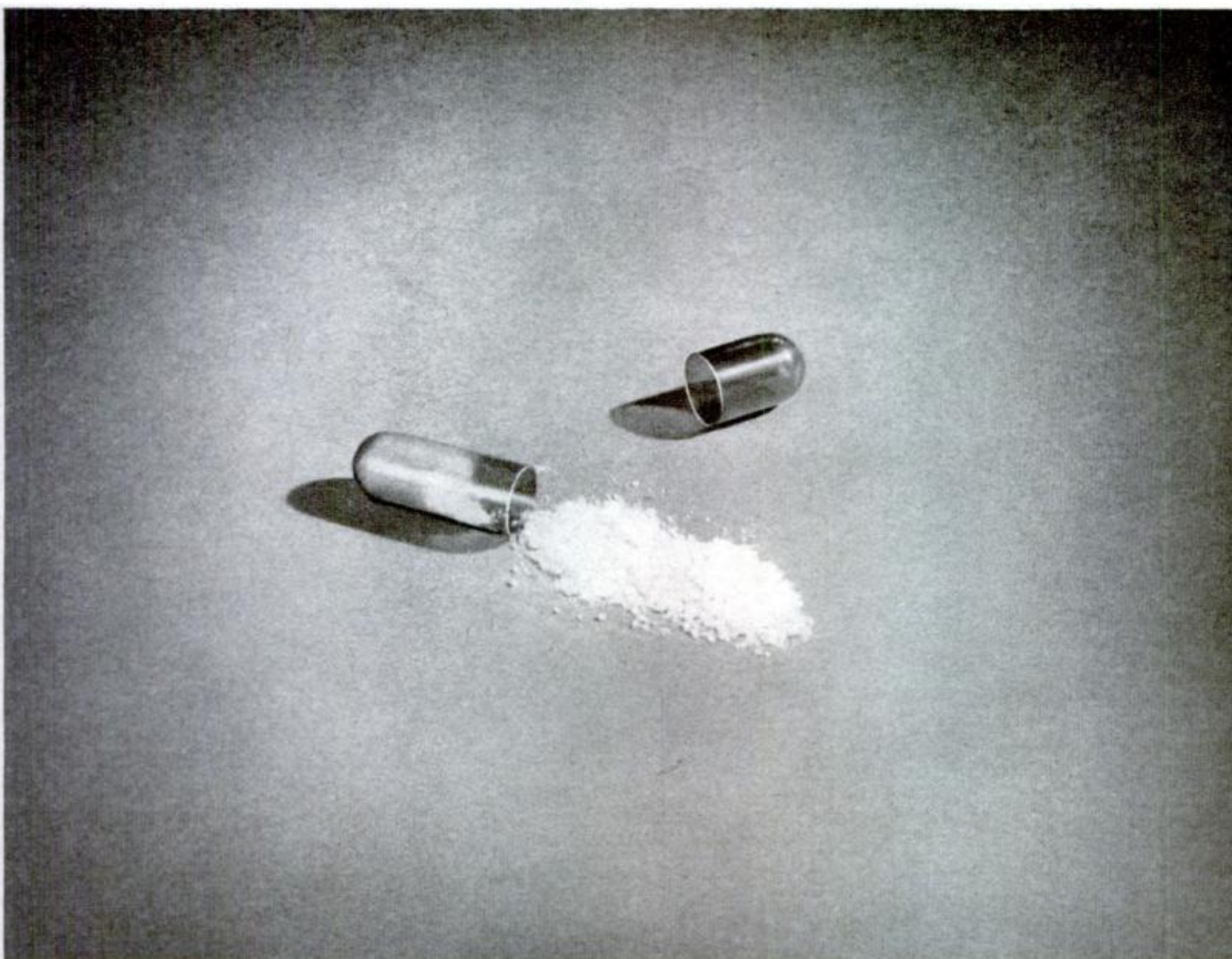
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Food Freezers • Automatic Washers • Clothes Dryers • Air Conditioners



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For the sleepless millions who need only a gentle, reliable nudge into the welcoming arms of Morpheus, Dormin so rightly deserves its slogan . . . "Rest Assured . . . with Dormin".



Time sequence photos show how DORMIN user: 1—sleeps soundly during the night. 2—awakens easily and fully alert at alarm bell and 3—enjoys beginning another day, refreshed and ready for work . . . or play.

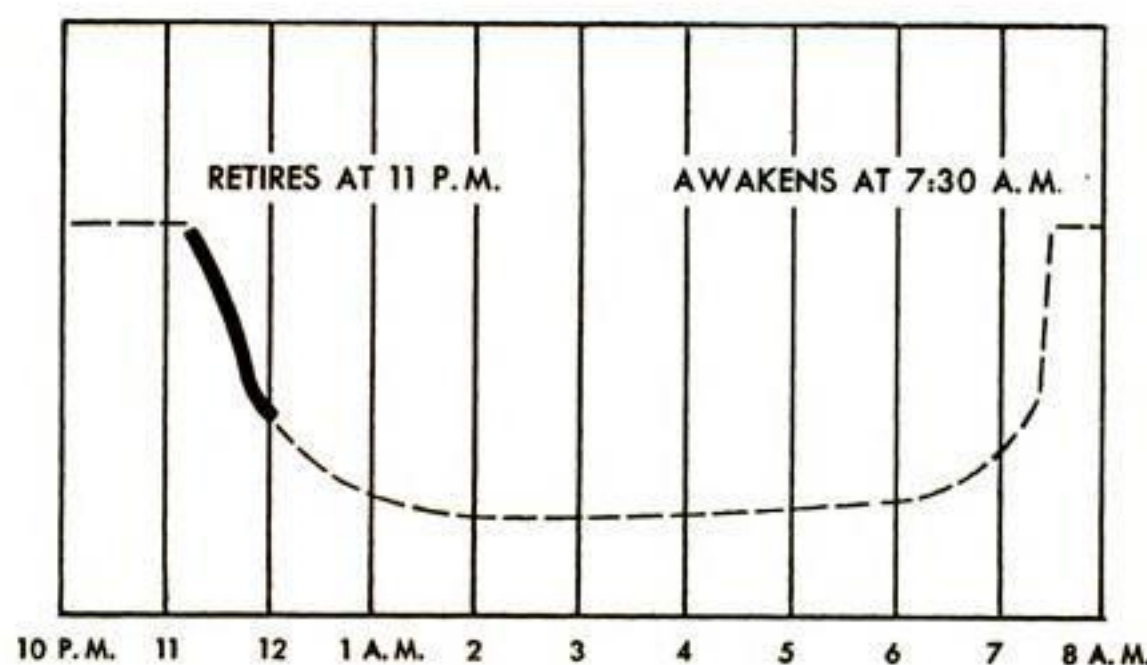


Chart of normal sleep period shows how DORMIN'S sleep inducing action works without habit-forming drugs during first 30-45 minutes (heavy black line). Dormin's action then subsides, leaving body's *natural* sleep mechanism in control. user continuing to sleep without fear of narcotic habituation or danger of "drug hangover".

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ASSURED
with**

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SAFE SLEEPING CAPSULES



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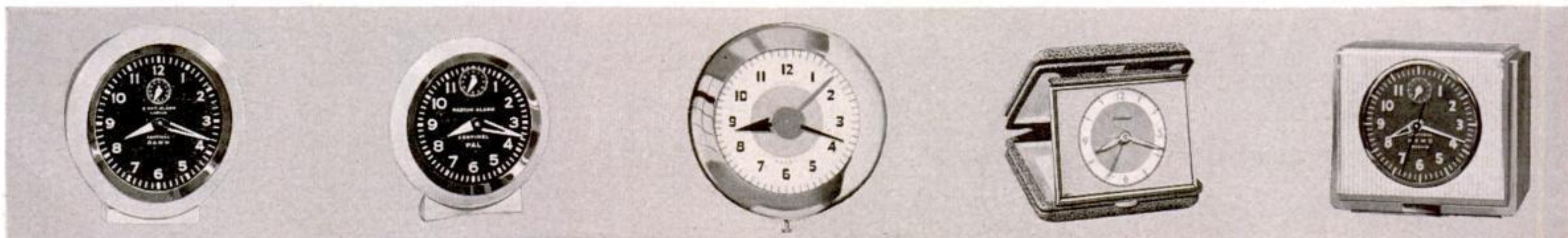
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SENTINEL Dawn 8 Day Alarm
Wind it only once a week! Metal case in ivory baked enamel. Bold, easy-to-read figures and hands. Movement can't be over-wound.
\$4.95 — luminous, \$5.50

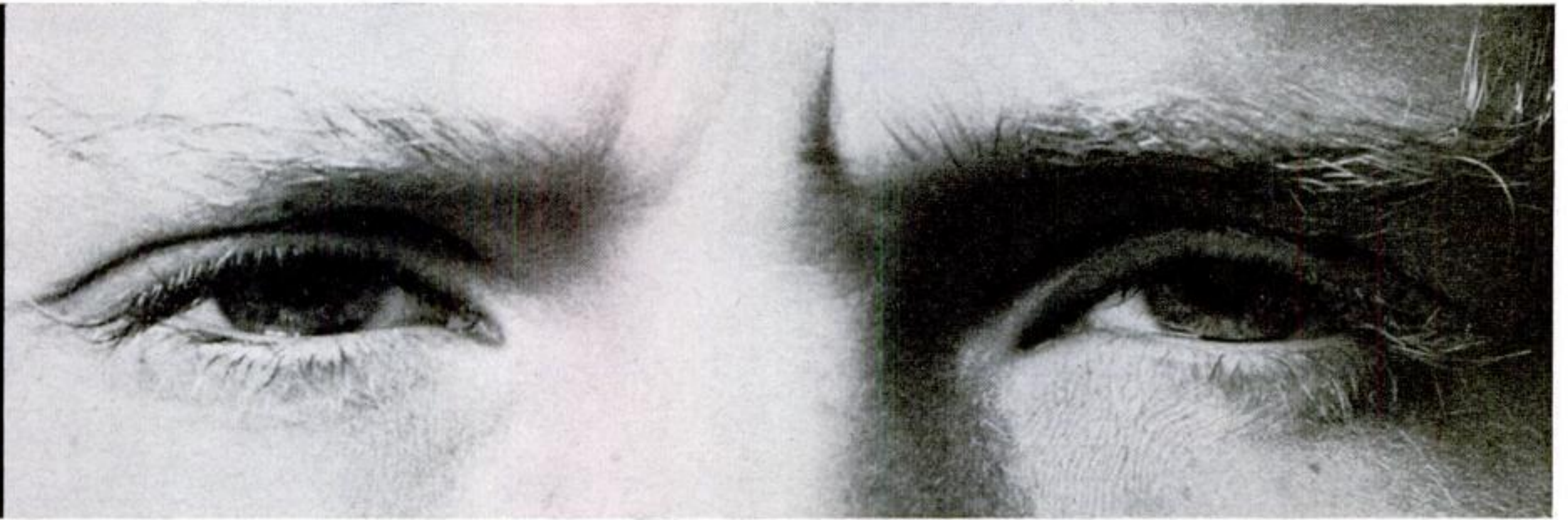
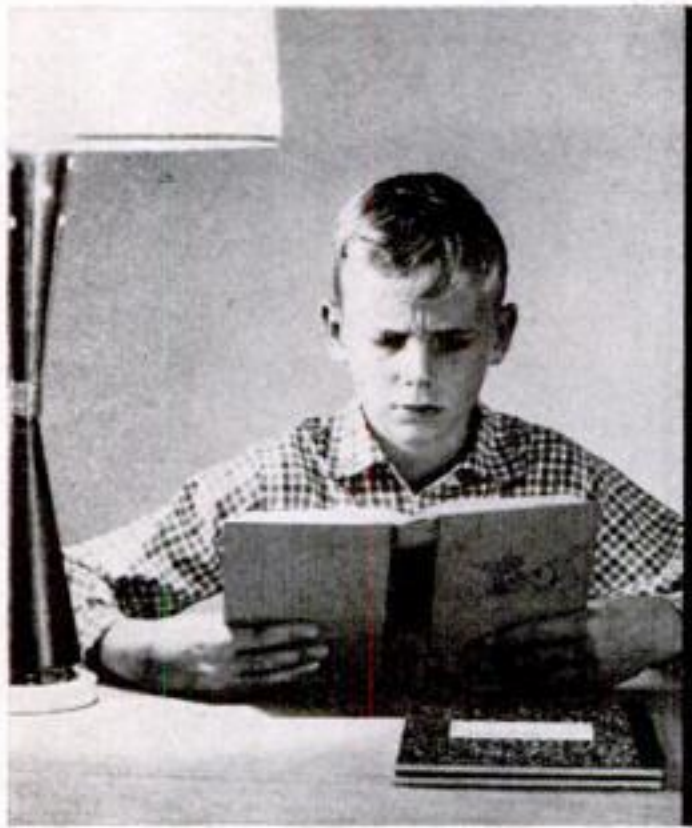
SENTINEL Little Pal — America's top value in miniature alarms! Dependable 40-hour movement. One key winds time and alarm. Metal case in ivory baked enamel.
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SENTINEL Wafer — Self-starting electric kitchen clock with bold numerals, red sweep second hand. Metal case in copper, chrome or white. \$4.95. With 8-day movement — **SENTINEL Cook**. .. \$4.95

SENTINEL Wayfarer — 40-hour travel alarm that's ready to go anywhere! Golden color luminous dial and hands. Genuine leather case in pigskin, tan, maroon or blue. \$5.95

SENTINEL Memo Chime Alarm
Self-starting electric with unique chime bell that rings once, twice, three times, then repeats. Two toned Lustrex case.
\$5.95, luminous \$6.95

stop glare squint



with new Westinghouse

eye saving bulbs

New kind of bulb by Westinghouse has built-in glare protection!

These are the light bulbs specifically designed to guard precious eyes from glare—glare that can cause tired eyes, headaches, fatigue during reading, writing, close work of any sort.

Ordinary bulbs have a “hot spot” at the center (see photo). Harsh, concentrated light from this hot spot strikes glossy pages, polished

table tops, shiny surfaces of all kinds . . . bounces tiring glare back into your eyes!

New Eye Saving Bulbs have no hot spot. Their billions of tiny built-in filters break up concentrated light, spread a full, even glow over the entire bulb area.

Result: *bounce-back glare is practically eliminated* . . . replaced by softer, more uniform light for clearer, more comfortable seeing!

New Eye Saving Bulbs, made only by Westinghouse, are a basic home-lighting improvement. Yet they cost just pennies more. Available now in all sizes at your local Westinghouse Dealer's. Try a houseful soon.



ORDINARY BULB: “Hot spot” at center bounces glare off of shiny surfaces . . . often causes glare-squint, headaches, fatigue.



NEW EYE SAVING BULB: Inside filter coating spreads light evenly over whole bulb . . . cuts bounce-back glare, improves see-ability.

SEE WESTINGHOUSE LAMPS — SEE WHY THEY'RE BETTER . . . AT YOUR LOCAL DEALER'S WESTINGHOUSE DISPLAY



New Westinghouse
Beauty Tone
Pink Light Bulbs



Westinghouse
Blue-Top
Projection Lamps



Westinghouse
Color-Controlled
Fluorescent Lamps

YOU CAN BE SURE...IF IT'S Westinghouse

TUNE IN TV'S TOP DRAMATIC SHOW . . . WESTINGHOUSE STUDIO ONE



YOU CAN RELAX... THIS IS TRICOT OF

ARNEL*

TRIACETATE

Here, beautiful tricot of 100% Arnel, the new Celanese* ease-of-care fiber. You can pop it in your automatic washer, dry it incredibly fast. It never shrinks or stretches out of fit, looks wonderfully opaque, doesn't feel clammy, is marvelous next to your skin, and is comfortable all year 'round. You can relax happily, knowing the whites will stay white and the colors true through washing.

ALL BY MUNSINGWEAR. Shortie gown in white, blue, pink, or yellow, teen sizes 8 to 16, deb 7 to 15. Each \$4.95. Slip in white, sizes 32 to 42. Gown in blue or pink, sizes 32 to 40.

At these stores: Arnold Constable, New York, and all branches; Burdine's, Inc., Miami, and all branches; Dayton's, Minneapolis and Rochester; Emery, Bird, Thayer, Kansas City; Frederick & Nelson, Seattle; The J. L. Hudson Co., Detroit.
*Reg. U. S. Pat. Off.



For young-marrieds on the way up...

a great new **MONEY** policy at a surprisingly low rate!

Young family man battling a budget? So many things to buy? MONEY's new "TMT"* policy was designed for you! Available in amounts of \$10,000 or more, this flexible 5-Year Term policy gives you the life insurance protection your family so obviously needs *now*—at a price that fits your pay check *today*!

Look how low the rates are! At age 30, for example, the annual premium for a \$10,000 policy averages out to only about 16¢ a day for the first two years, and

23¢ a day for the last three years. And dividends payable from the end of the second year can be expected to reduce the cost.

What's more, your "TMT" policy guarantees you the right to convert it to the same amount of *permanent* insurance at any time during the five-year term—*without taking another medical examination!* It all adds up to make the MONEY "TMT" one of your very best insurance buys. MONEY offices are located throughout the United States and in Canada.

*Temporary Modified Term policy



MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

Life Insurance—Accident and Sickness—Hospitalization—
Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS

MONEY TODAY MEANS MONEY TOMORROW!

FOR COMPLETE INFORMATION, MAIL THIS COUPON TODAY!

Mutual Of New York, Dept. L-105
Broadway at 55th Street, New York 19, N. Y.

Please send me FREE information about the new MONEY "TMT" policy.

Name _____

Address _____

City _____ County _____
or Zone _____ State _____

Occupation _____ Date of Birth _____

What calories are non-fattening?



All the calories that you use up are non-fattening

The average adult uses up 2,300 to 3,200 calories a day

There are only 18 calories in a level teaspoonful of sugar

And sugar can help you cut down on the only kind of calories that can make you fat—they are the ones that come from overeating

Science shows how sugar can help keep your appetite—and weight—under control

These days, when it seems that someone is always reminding you about the calories in the things you like best, it's reassuring to remember what calories *really* are.

Calories are simply units of *energy*. All foods contain calories, but the only calories that can make you fat come from *overeating*—from oversized portions and unneeded second helpings.

Since sugar is best known as a quick energy food, it is often singled out as a source of calories. Of course it is. But you use up as many calories as you get in a teaspoonful of sugar in just about $7\frac{1}{2}$ minutes of normal activity.

These calories that are *spent* for energy can never be *deposited* as fat. That holds true whether the calories come from steak or apple pie, grapefruit or sugar.

Sugar is used as energy faster than *any* other food because it is absorbed into the blood stream almost immediately.

This is a helpful fact to know if you're watching your weight! That's because variations in the blood sugar level play an important role in the healthy body's appetite control system.

In clinical tests at a leading university, scientists found that people got hungry when their blood sugar level was *low*. They got hungry *more often* when they were *gaining* weight. But when their blood sugar level was elevated there was less sensation of hunger.

This important discovery explains why it is easier to stay satisfied on less food when you have a sweet just before a meal. It has also led to an entirely new concept of diet planning, designed to help people *cut down* on food without *cutting out* any favorite food.

These newer, more realistic diets purposely *include* sugar in foods and beverages because it makes the diet easier to get started on, easier to get used to and easier to stick to.

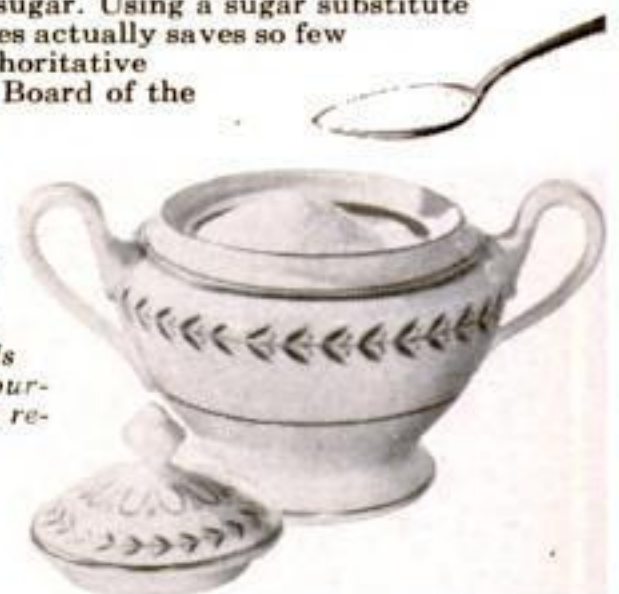
And if you are maintaining your present

weight, isn't it good to know that sugar helps to count your calories for you?

18 CALORIES

... that's all the calories there are in a standard level teaspoonful of sugar. Using a sugar substitute in foods and beverages actually saves so few calories that the authoritative Food and Nutrition Board of the National Research Council reported:

"There is no clear evidence that the availability to and consumption by the general public of artificially sweetened foods would be effective for purposes of body weight reduction or control."



All facts in this message apply to both beet and cane sugar

SUGAR INFORMATION, INC.
New York 5, New York

Bulbsnatchers

1.



"How many times do G. E. and I have to tell ya, bulbsnatching's not *nice*"

2.



"With your picture in stores all over the country—telling people not to bulbsnatch—it's downright embarrassing if *you* bulbsnatch."

3.



"You know it's silly to bulbsnatch when G-E bulbs cost so little!"

4.



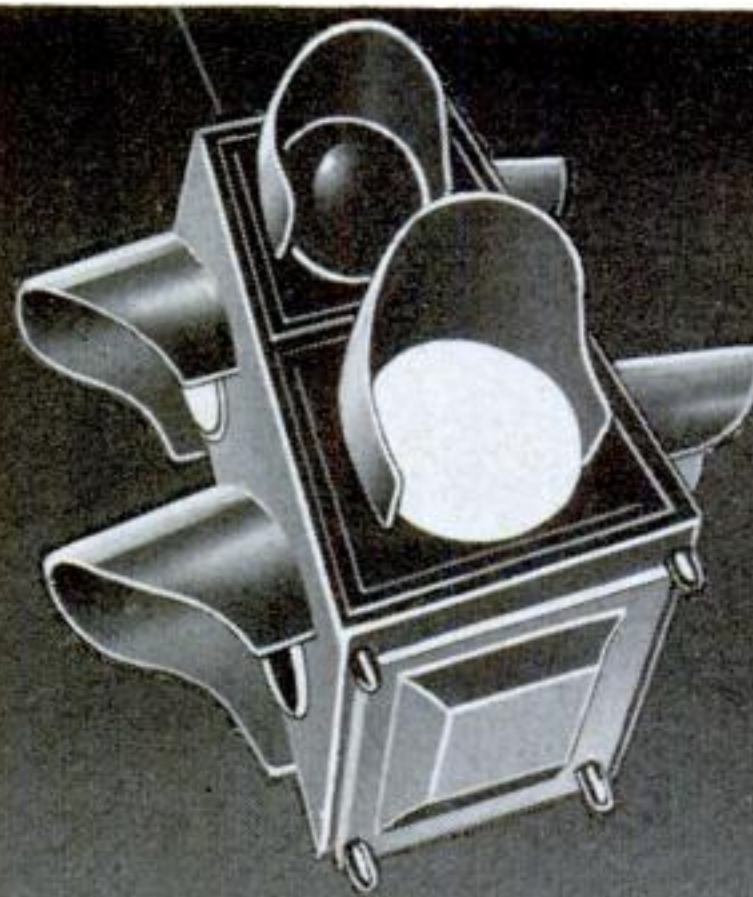
"Here, Pug—take this to help you remember that bulbsnatching is *wrong*!"



One thing *is* nice about bulbsnatching—it's easy to end it! Just pick up a General Electric four-bulb package next time you shop. It's easy to buy, easy to carry, easy to store. And it *ends* bulbsnatching troubles such as empty sockets, falls in the dark, and little bulbs where you need big ones! Recent surveys show that 95% of the country's electrified homes use G-E bulbs. Keep some extras on hand.

GENERAL  ELECTRIC

STOP
WHEN YOU NEED TO!



GO
WHEN YOU

with the New **NOISELESS**

Firestone

Town & Country

WINTER TIRES

Now Available in **TUBELESS**

As Well As For Use With Tube

NOW, AT LAST, you can get tires that give you the super-traction and extra safety you want and need for bad-weather driving without the disadvantages of quick wear on dry pavements, irritating thumping and bumping, and annoying whine usually found in traction tires.

Firestone Town and Country Tires are the **FIRST** and **ONLY** tires made with a scientifically-designed tread which not only assures safer driving on ice, in snow, in rain and in mud, but also runs smoothly and quietly and matches the mileage of conventional tires on dry roads. This is

important, because in most parts of the country there are many days during the fall, winter and spring when streets and highways are dry and ordinary traction tires wear down quickly and lose their traction.

So go to your nearby Firestone Dealer or Store and prepare for bad weather ahead by equipping your car with new Firestone Town and Country Tires. You can get them with nylon or rayon cord bodies, with black or white sidewalls, and in tubeless or for use with tube. And you can buy them on convenient budget terms if you desire.

Enjoy the Voice of Firestone on radio or television every Monday evening over ABC

Copyright 1955, The Firestone Tire & Rubber Co.

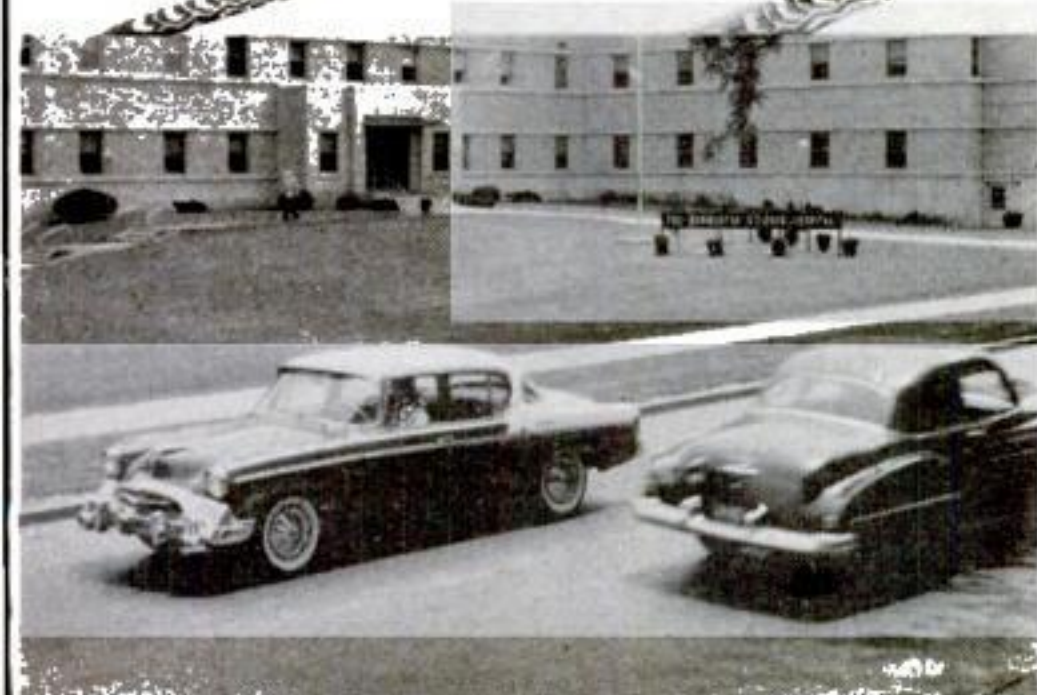
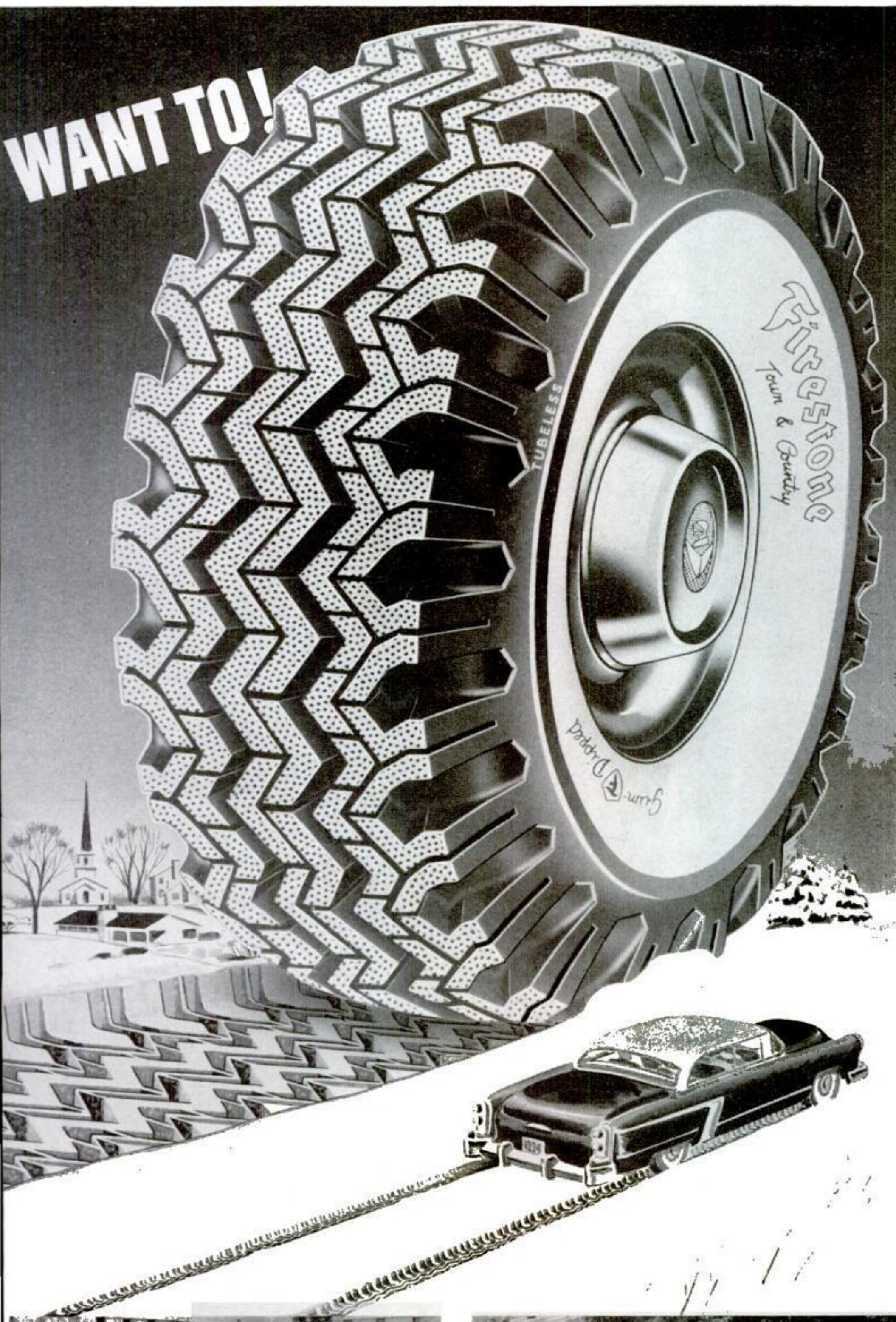
YOUR FIRESTONE DEALER OR STORE GUARANTEES SATISFACTION

Whenever you buy tires, be sure to buy them from a Firestone Dealer or Store. There you will find experienced men whose business is tires, tire experts who know

how to mount tires correctly; make permanent, precision repairs when necessary, give you sound advice on tire care and help you get out of your tires all of the safety and

mileage that Firestone builds into them. When you need tire service, get *expert* tire service at your nearby Firestone Dealer or Store.

WANT TO!



SMOOTHER, QUIETER RIDE

Over-lapping traction blocks assure freedom from annoying bumping, thumping and rumbling often found in traction tires. Exclusive tread design also minimizes noise, preventing the irritating whine made by most winter tires on wet pavements.



LONGER, DEPENDABLE MILEAGE

The exclusive tread is made of rubber specially-compounded to resist wear. This is important, because in most parts of the country there are many days during the fall, winter and spring when dry roads cause traction tires to wear down quickly.



BETTER TRACTION IN SNOW

The Firestone Town and Country Tire bites deep-down into snow to give you super-traction. As the wheels of your car revolve, centrifugal force throws the snow out of the tread spaces, keeping them from filling up with snow.



GREATER GRIPPING ON ICE

Exclusive tread contains thousands of Traction Grips and is wider and flatter, so that more of these Traction Grips are in contact with the road. Big, tough traction blocks have thousands of sharp-edged angles to resist skidding.



EXTRA SAFETY IN RAIN

The exclusive tread of the new Firestone Town and Country Tire enables you to come to a safe stop on wet pavement without dangerous skidding, because it has thousands of Traction Grips and sharp traction edges and is wider and flatter.



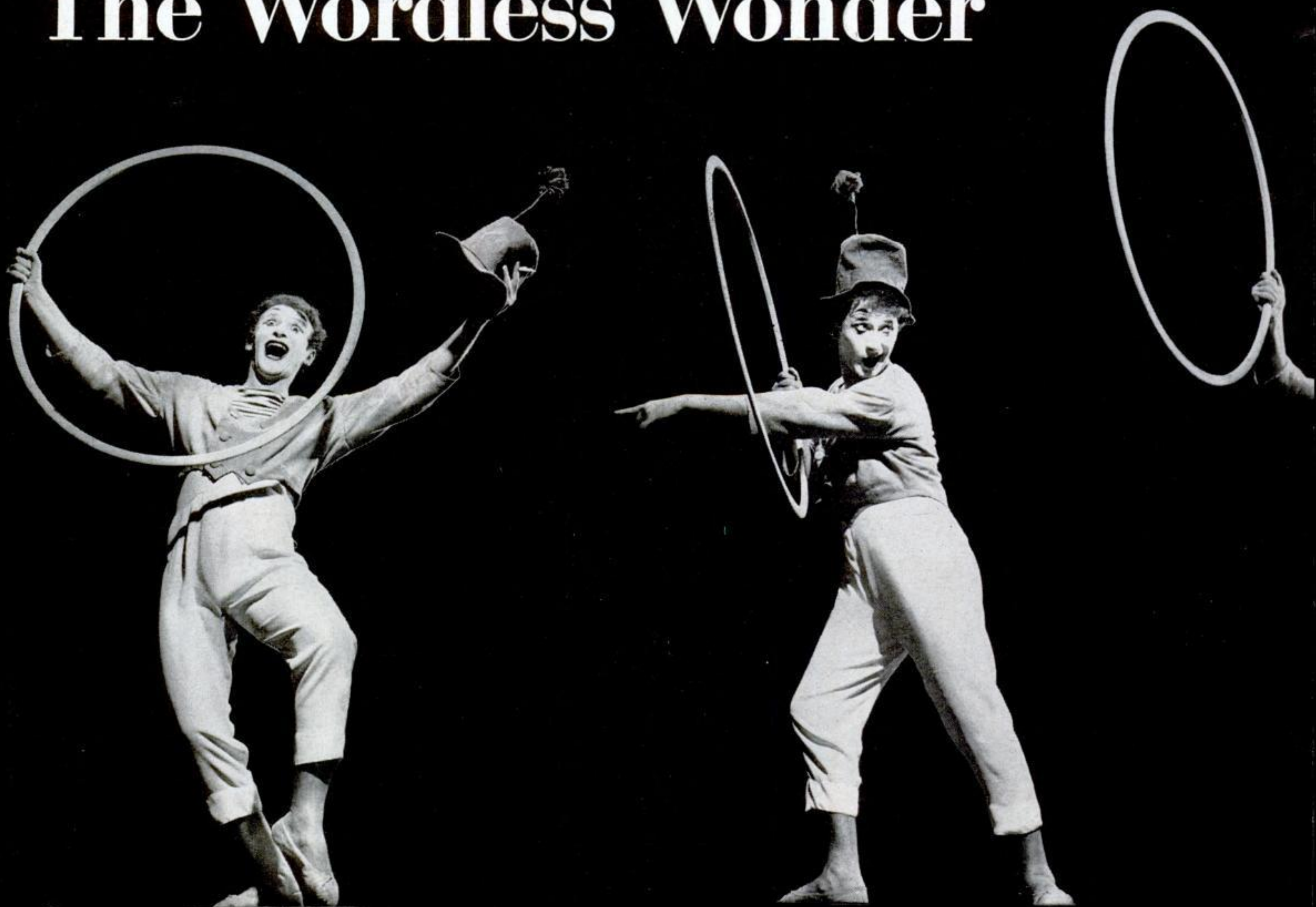
MORE TRACTION IN MUD

The sharp-edged traction blocks dig in and give you pulling power and the wide spaces between them eject mud as the tire revolves, a self-cleaning action which keeps mud from packing into the tread spaces, causing tire to lose its traction.



IN A BRIEF PANTOMIME CALLED "YOUTH, MATURITY, OLD AGE AND DEATH," MARCEAU STARTS AS A CURLED-UP INFANT AND THEN GROWS UP INTO VIGOROUS MATURITY.

The Wordless Wonder



MARCEAU KIDS THE ANTICS OF A CIRCUS LION TAMER WHO STARTS WITH PROUD GREETING TO THE AUDIENCE AND THEN BIDS THE LION TO JUMP THROUGH HIS HOOP.



LATER AS DISILLUSIONMENT AND OLD AGE OVERTAKE HIM HE GROWS SMALLER UNTIL HE SHRIVELS INTO THE HELPLESS STATE OF SECOND CHILDHOOD AND DEATH

MARCEL MARCEAU, WORLD'S FINEST PANTOMIMIST, MUGS AND GESTURES HIS OWN WAY TO U.S. SUCCESS

Caught here in the images that flash before the eyes of his audiences is the inspired mugging and gesturing of a Frenchman named Marcel Marceau. Regarded by Europeans as the world's finest silent actor, Marceau creates an almost endless parade of people from lion tamers to dog walkers. In New York for a brief run, he was so warmly praised by critics that his engagement has been doubled. After New York he will go on tour and, in December, will appear on a coast-to-coast TV spectacular.



AS THE LION CRAWLS UNDER INSTEAD, THE TAMER LOSES HIS BRAVADO, PLEADS FOR JUST A LITTLE LOW JUMP AND ENDS UP THE ACT PLAYING THE LION HIMSELF

What's New in Colgate Dental Cream

that's **MISSING-**
MISSING-MISSING
in every other leading toothpaste?

*It's GARDOL—To Give Up To
7 Times Longer Protection
Against Tooth Decay
...With Just One Brushing!*

GARDOL Makes This Amazing Difference!

MINUTES AFTER
BRUSHING WITH ANY
TOOTHPASTE



DECAY-CAUSING
BACTERIA RETURN TO
ATTACK YOUR TEETH!

12 HOURS AFTER
ONE COLGATE BRUSHING
GARDOL IS



STILL FIGHTING
THE BACTERIA THAT
CAUSE DECAY!



No other leading toothpaste can give the 12-hour protection against tooth decay you get with Colgate's with just one brushing!

Any toothpaste can destroy decay- and odor-causing bacteria. But new bacteria return in minutes, to form the acids that cause tooth decay. Colgate Dental Cream, unlike any other leading toothpaste,* keeps on fighting decay for 12 hours or more!

So, morning brushings with Colgate Dental Cream help protect all day; evening

brushings all night. Gardol in Colgate Dental Cream forms an invisible, protective shield around your teeth that lasts for 12 hours with just one brushing. Ask your dentist how often to brush your teeth. Encourage your children to brush after meals. And at all times, get Gardol protection in Colgate Dental Cream!

*THE TOP THREE BRANDS AFTER COLGATE'S

Cleans Your Breath While **It Guards Your Teeth**

WORDLESS WONDER CONTINUED

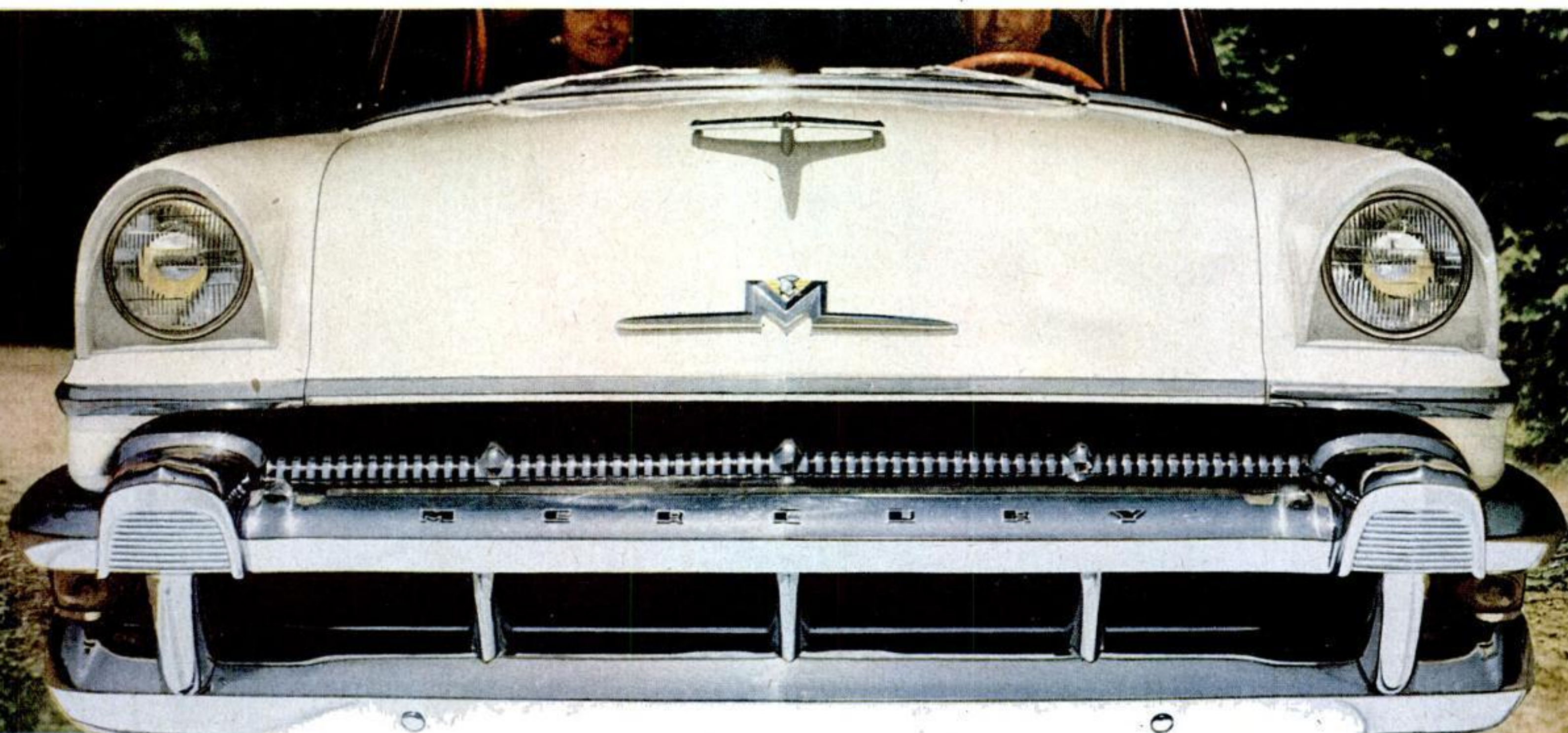


TWO TEETERING VICTIMS in a public park are portrayed by Marceau. At top, as a man walking a dog on a leash, he is jerked backwards by his imaginary pet. At bottom, as a balloon vender, he is almost lifted off the ground.

THE BIG



IS HERE



ANNOUNCING THE BIG NEW MERCURY FOR 1956

You can't miss the bold, dramatic difference in the big new 1956 Mercury. It's everywhere you look.

You see the difference in Mercury's distinctive low silhouette. New Flo-Tone Styling uses color harmony to accent the sweep of Mercury's lines. Inside, rich new fabrics blend in color.

You feel the difference in the eager responsiveness of Mercury's great, new 225-horsepower SAFETY-SURGE V-8 engine in the Montclair and Monterey series.

You get not just *more* horsepower, but *more usable* power. From a standing start it takes you up to 60 mph faster than ever before. There's more reserve power for passing . . . and greater smoothness with improved optional Merc-O-Matic Drive. Engine starting is quick and easy with a new 12-volt electrical system.

The new Mercury is Safety-Engineered—with new safety door locks, impact-absorbing safety steering wheel, longer range, safety-beam head lamps, full-swivel safety rearview mirror and smoother, surer brakes. As optional equipment, Mercury offers a padded

instrument panel, safety seat belts, and even padded sun visors.

There are 12 stunning new 1956 Mercurys to choose from in 3 exciting series—the Montclair, Monterey and Custom.

THE BIG M is now on display. So visit your Mercury dealer's showroom and meet these magnificent new cars firsthand.

MERCURY DIVISION • FORD MOTOR COMPANY

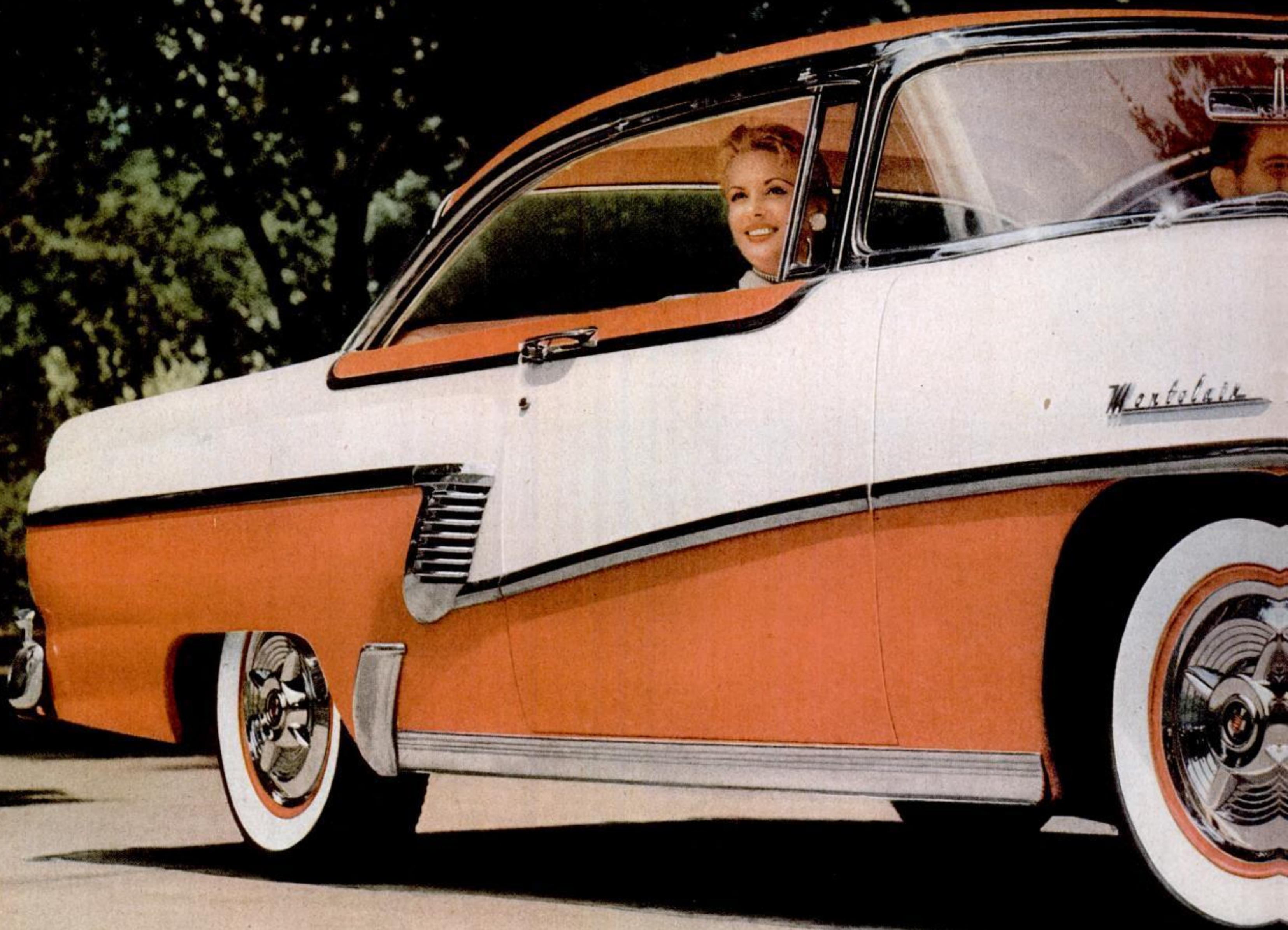
Turn the page and see

THE BIG  MERCURY

for 1956 →

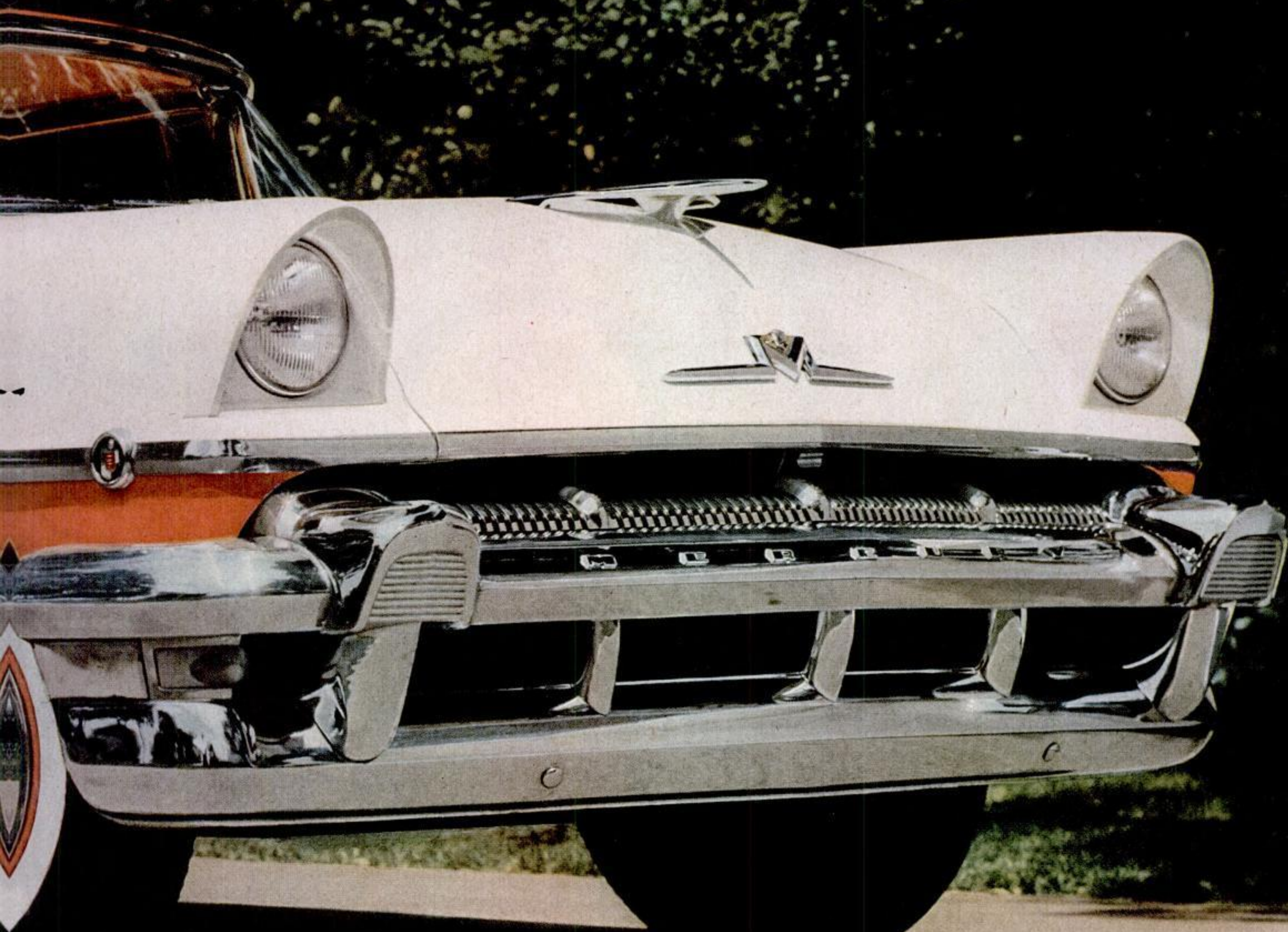
A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS

LOOKS BIG — FEELS BIG —

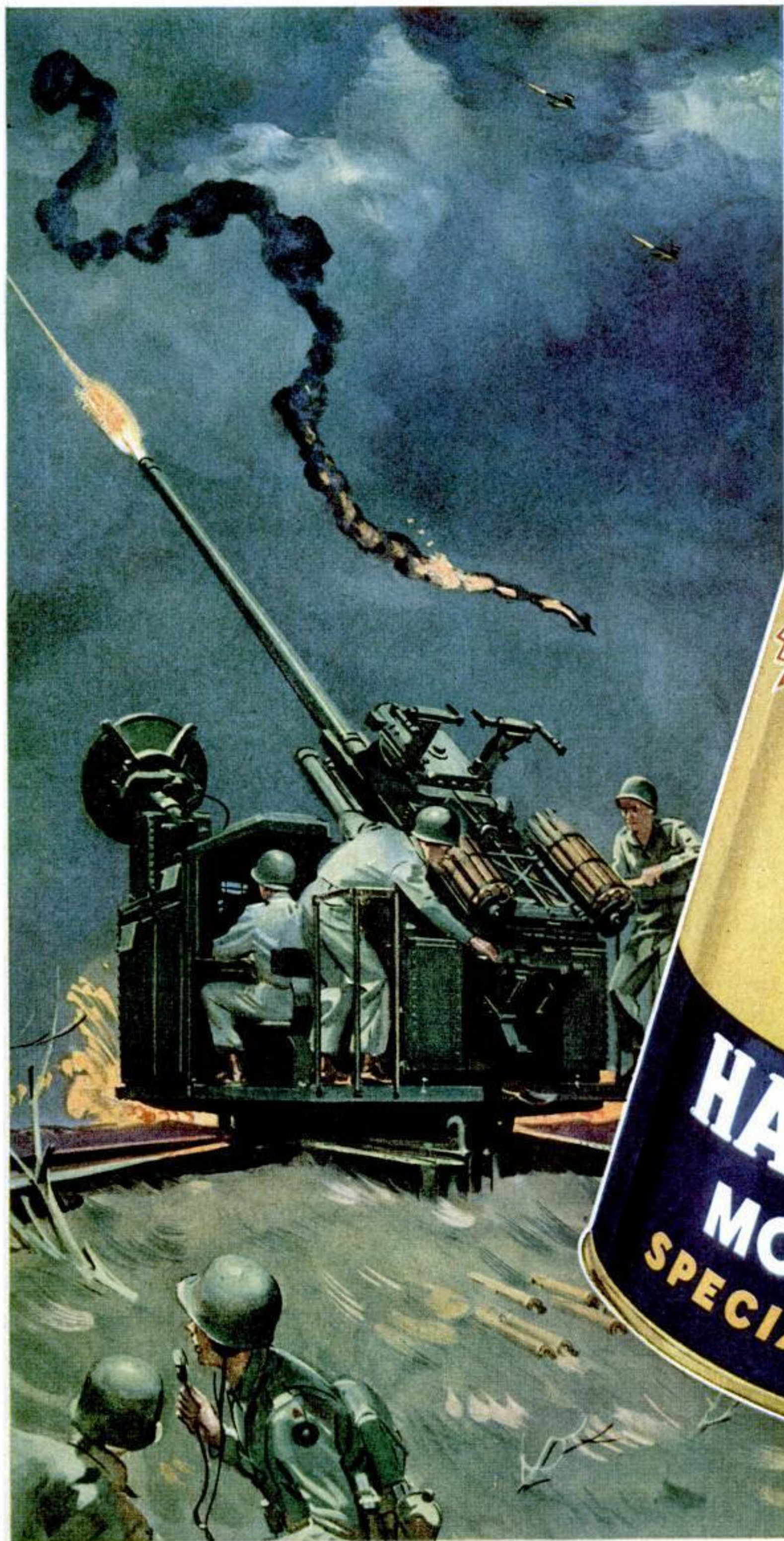


For 1956 — The big move will

FACTS BIG — IS BIG!



be to **THE BIG**  **ERCURY**



THE SKYSWEEPER, designed to combat high-speed, low-flying aircraft, thinks for itself with an electronic device. Automatically loads, tracks and fires at attacking jets.

THINKS FOR ITSELF!



New
Havoline
Special
10W-30
thinks
for itself...

No longer must you choose between winter and summer grade oil. Here's an *all-year* motor oil that thinks for itself. It's "light" for quick cold starts, has "body" to withstand engine heat. Guards against wear, exceeds "mil sup one" specifications — most rigorous industry standard devised!



Tests prove pickup of even NEW cars can be increased

Tested against leading 10W-30 oils in road trials by an independent research organization, Havoline Special 10W-30 proved decisively best for today's high compression engines. After 15,000 miles of grueling tests, pickup and pep of *new* cars using Havoline Special 10W-30 actually increased up to 15 per cent... as much as 18 per cent greater than test cars using other 10W-30 oils. Oil and gasoline consumption

dropped. Wear was negligible.

Why this superiority? Because Havoline Special 10W-30 has an exclusive balanced-additive formula... *barricades* vital parts with a wear-repellent film. It keeps engines clean, *fully* protected despite temperature changes. For livelier starts, more engine stamina, get Havoline Special 10W-30. See your Texaco Dealer, *the best friend your car has ever had.*

TEXACO DEALERS IN ALL 48 STATES

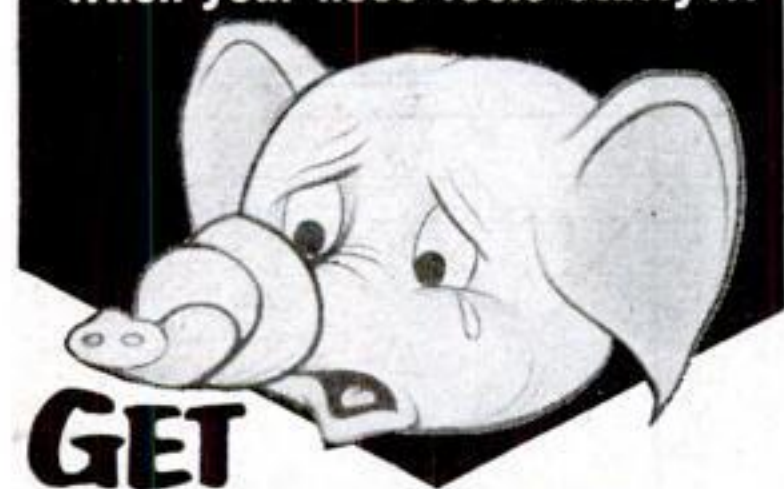
Texaco Products are also distributed in Canada and in Latin America

TUNE IN... TEXACO STAR THEATER starring JIMMY DURANTE on TV Saturday nights, NBC. See newspaper for time and station.



THE TEXAS COMPANY

When your nose feels stuffy...



**GET
BREATHING
COMFORT**

IN SECONDS

Just a whiff—and stuffy nose goes!
Use anywhere—anytime. Get one
for every member of the family.



SOOTHE AWAY

**Sore Throat Pain
AND
Coughs of Colds**



top-
to-
toe
stretch
dances
attendance
on your
legs



BALLET
Brand S-t-r-e-t-c-h Stockings

A marvel of mobility—lovely
sheer Ballet nylons that stretch
from top-to-toe, caress your legs
all day long with glamorous,
wrinkle-free comfort. Three sizes
—one perfect for you.

\$1.35 to \$1.95 a pair

Ballet Brand Sheer S-t-r-e-t-c-h Stockings

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*TRADE MARK

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Sings you to sleep at night

(THEN SHUTS ITSELF OFF)



*Sings you awake
in the morning*

(AND HAS YOUR COFFEE WAITING)

*Tells you the time, the day
and the date—all for just \$39.95**

Here's the new "Lazy Boy"® clock radio,
the happy, pleasant way to start your day. Tells
time, day, date. Controls most any appliance
for you. Smart, shatter-resistant cabinet, in
Mint Green or Antique White. Model 56CC.
(Other clock radios from \$24.95)



New Motorola Table Radio

Big radio sound—Small radio price!

Smooth, smart—with super-circle precision tuning,
Golden Voice speaker, PLACIR® lifetime
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Mahogany. Model 56H in Mahogany.
\$24.95*. (Other models from \$14.95)

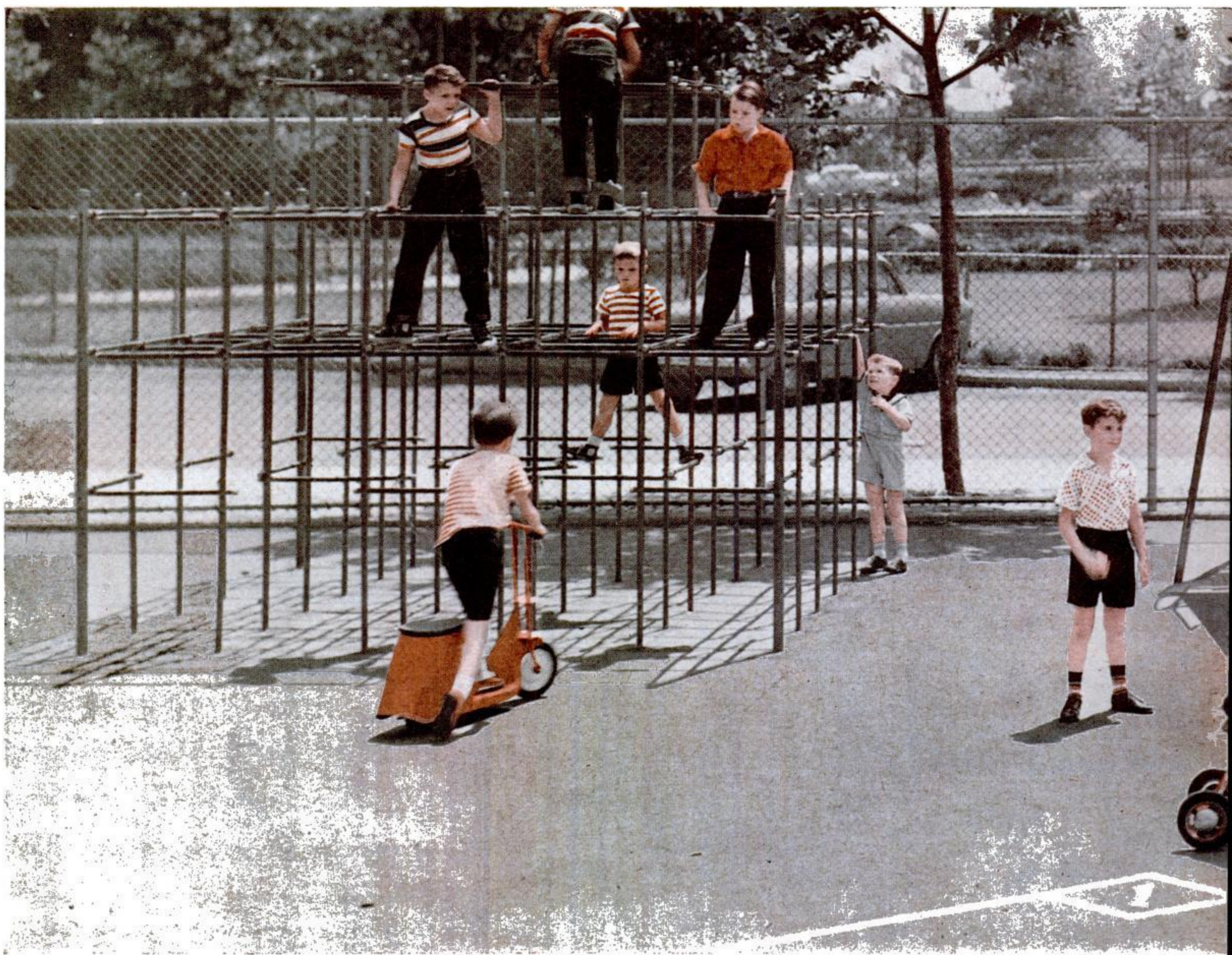
\$24.95*



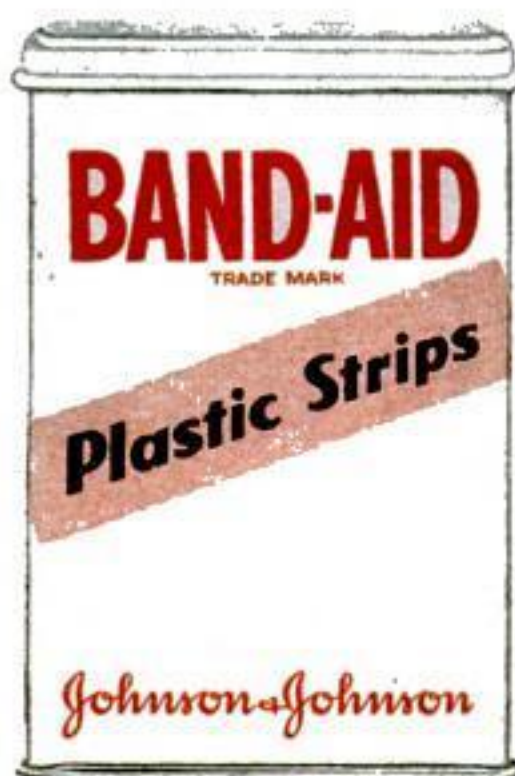
MOTOROLA

World's largest exclusive electronics manufacturer

Prices and specifications subject to change without notice. * Prices higher South and West



Emergencies



With SUPER-STICK. They won't loosen in water.



For larger cuts, burns, abrasions.



Convenient individual applications for first aid, baby care and cosmetic use.



Softest, whitest, most absorbent surgical cotton obtainable. Always sterile.



don't wait !

Your family deserves the protection of the world's finest first aid supplies, Johnson & Johnson Surgical Dressings.

Check your medicine chest ! Do it now during "Emergencies Don't Wait" Week, October 8-15. Be sure you have a plentiful supply of the quality products that have established Johnson & Johnson as *"the most trusted name in Surgical Dressings."*

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World's finest adhesive tape.
More sticking power.



Pure, sterile gauze bandage with
non-ravel edges.

No connection with American National Red Cross

for the fire of life on your lips —

LIVING COLORS by TANGEE

If you've ever heard a trumpet come alive in the hands of a master — then you know the spirit and verve Living Colors possess.

If you've ever watched the embers glowing fiercely behind a flame — you know how intense these brilliant reds can be.

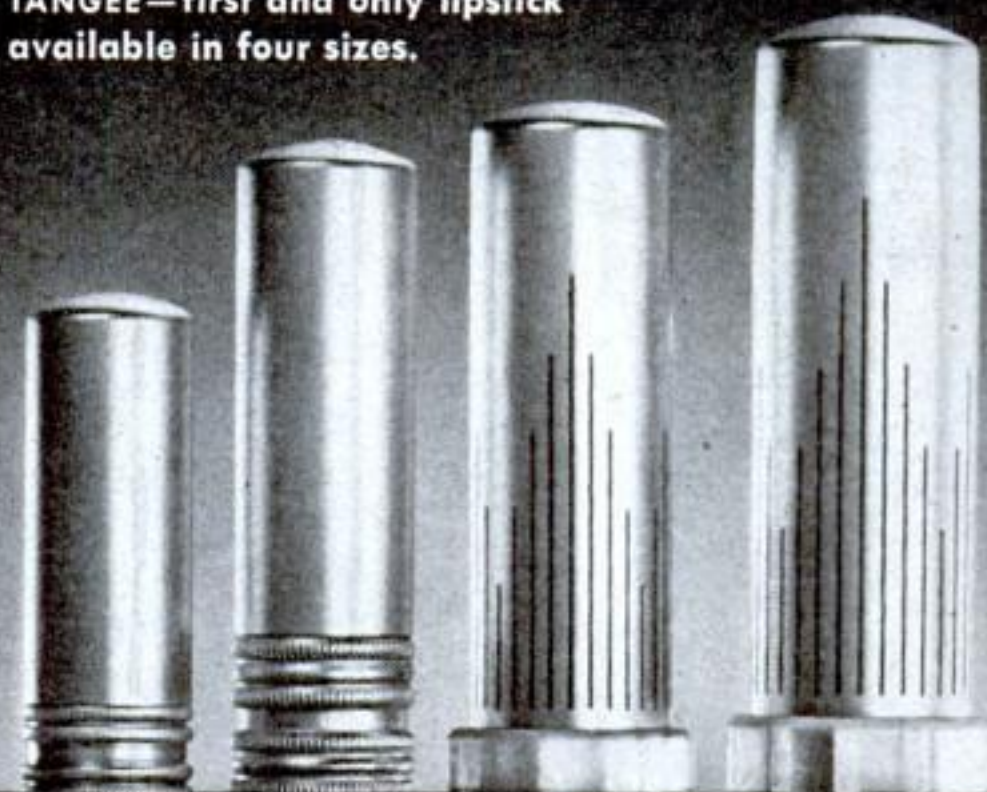
This spark of life — this radiant vitality — is a thrilling thing to see on a woman's lips. Promise right now it will always be seen on yours.

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TANGEE—The most brilliant colors ever created by man—for woman!

PINK QUEEN	RHAPSODY IN PINK	GAY RED	MEDIUM RED	PRETTY PLEASE
RED MAJESTY	RED RED	BRIGHT 'N CLEAR	THEATRICAL RED	NATURAL

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\$1.00

each plus tax

EXCLUSIVE LANALURE keeps Tangee's brilliant red Living Colors alive on your lips—glowing without a shadow of greasiness, all day long! Lanalure keeps your lips soft, moist, and lustrous—prevents drying and cracking!





**"Am I for competition?
Yes, indeed
—that's how I get
more for my money!"**

Inquiring Reporter: There are bills in Congress intended to benefit all of us by permitting greater freedom of competition in transportation. How do you feel about this?

Shopper: Well, I know that when stores compete for my business I get better values in the things I buy. Isn't that true in transportation, too?

Inquiring Reporter: No, Ma'am, not always.

Shopper: Why not?

Inquiring Reporter: Because government regulation does not give railroads, trucks, and barges enough freedom to price their services competitively.

Shopper: Can't something be done about it?

Inquiring Reporter: Yes. A special Cabinet Committee appointed by the President recommends that whichever has the lowest costs should be allowed to charge the lowest prices—provided, of course, that prices cover costs.

Shopper: That sounds sensible to me. After all, every other business is run that way.

Inquiring Reporter: Then you would favor greater freedom of competition in transportation?

Shopper: I certainly would. I think it would help me get more for my money!

For full information on this vital subject, write for the booklet, "Why Not Let Competition Work?"

**Association of
American
Railroads**

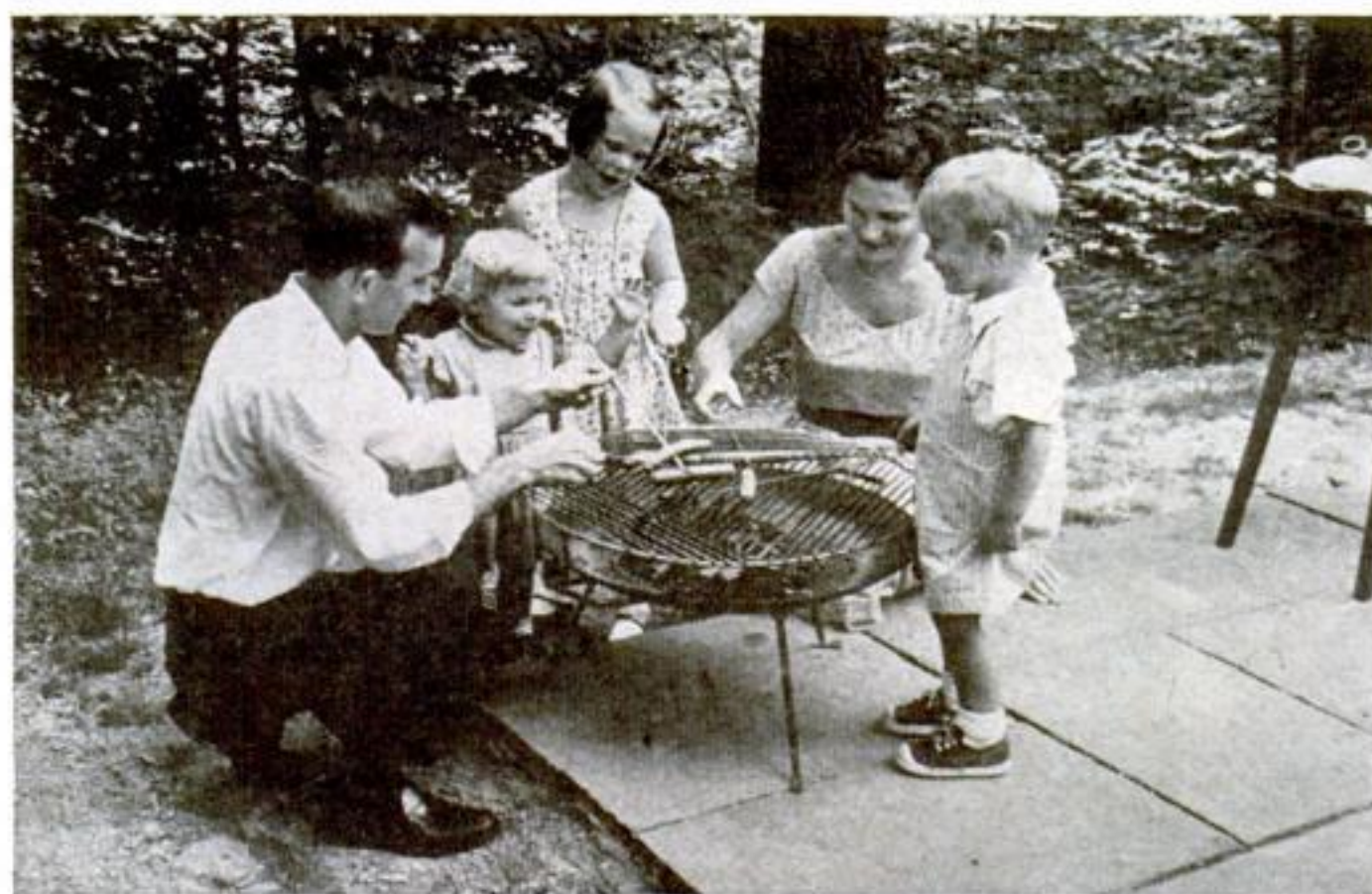
940 Transportation Building
Washington 6, D. C.



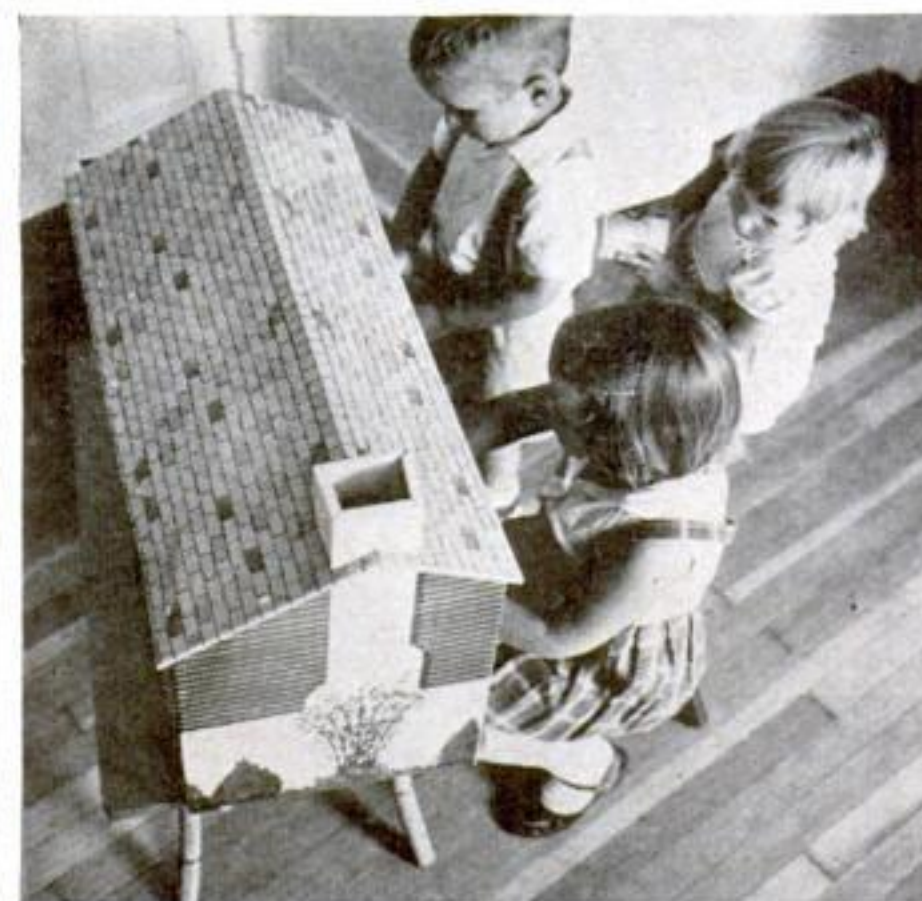


FUN IN THE BACK YARD. Filtered sunlight, green trees, dependable swings for the youngsters, and above all—*peace of mind*. This is the kind of Saturday afternoon the Campbells look forward to. A Travelers

insurance plan for Pat Campbell will not only provide money to *properly* support his wife and family if he dies . . . but if he needs money for an emergency, his policy will have accumulated cash values.



FUN—COOKING OUT! Supper tastes so much better outdoors! And everyone's happier when the head of the family is happy—untroubled with financial worries of the future. Here's the Campbell family. Left to right: Pat; the girls, age 2 and 5; Betsy; and Bow, age 3.



IT'S FUN for the children to "play house," but it's no fun to lose a *real* home by default. A Travelers insurance plan will provide the money to pay off the balance of Pat's mortgage if he dies.

The Travelers and its agents and brokers present a new approach to family security and happiness:

Operation Family Fun!

You've got a good job, a nice home, a family you love.

You have the ingredients for living a full, rich, happy life—a life of *genuine family fun*—unless vexing, unanswered questions about the *future* are nagging at you.

Questions like: Where will the money come from to meet the mortgage payments—and to send the youngsters to college—and to support your wife—if you should die? And where will the money come from for your retirement—for the really comfortable retirement you will want?

Where will you find the answers? In The Travelers "Operation Family Fun"—whose job it is to close the gaps where worries filter in, with a new approach to family security and happiness—based on a thorough study of the needs of family men like yourself.

Suppose, for example, you have children—plus a house with a mortgage—plus an income typical of your station in life. Your Travelers man can show you a *personalized* program of insurance that will secure your future as you will want it secured.

The plan will take care of supplementing your Social Security payments and making your retirement a *realistic* one. All along, you'll be building substantial cash reserves for emergencies.

And if you should die, your wife will be able to give your

children, and herself, the kind of life you'd want for them.

There'll be money to pay off the mortgage.

There'll be a family fund for the children's education.

Equally newsworthy is the fact that this carefully thought-out plan can actually be put into effect at a cost considerably below what a helter-skelter, hit-or-miss collection of policies might cost you.

This fall, Travelers men are calling on families all over the country to show how "Operation Family Fun" works. If your neighborhood Travelers man should phone and ask to see you, won't you and your wife sit down with him?

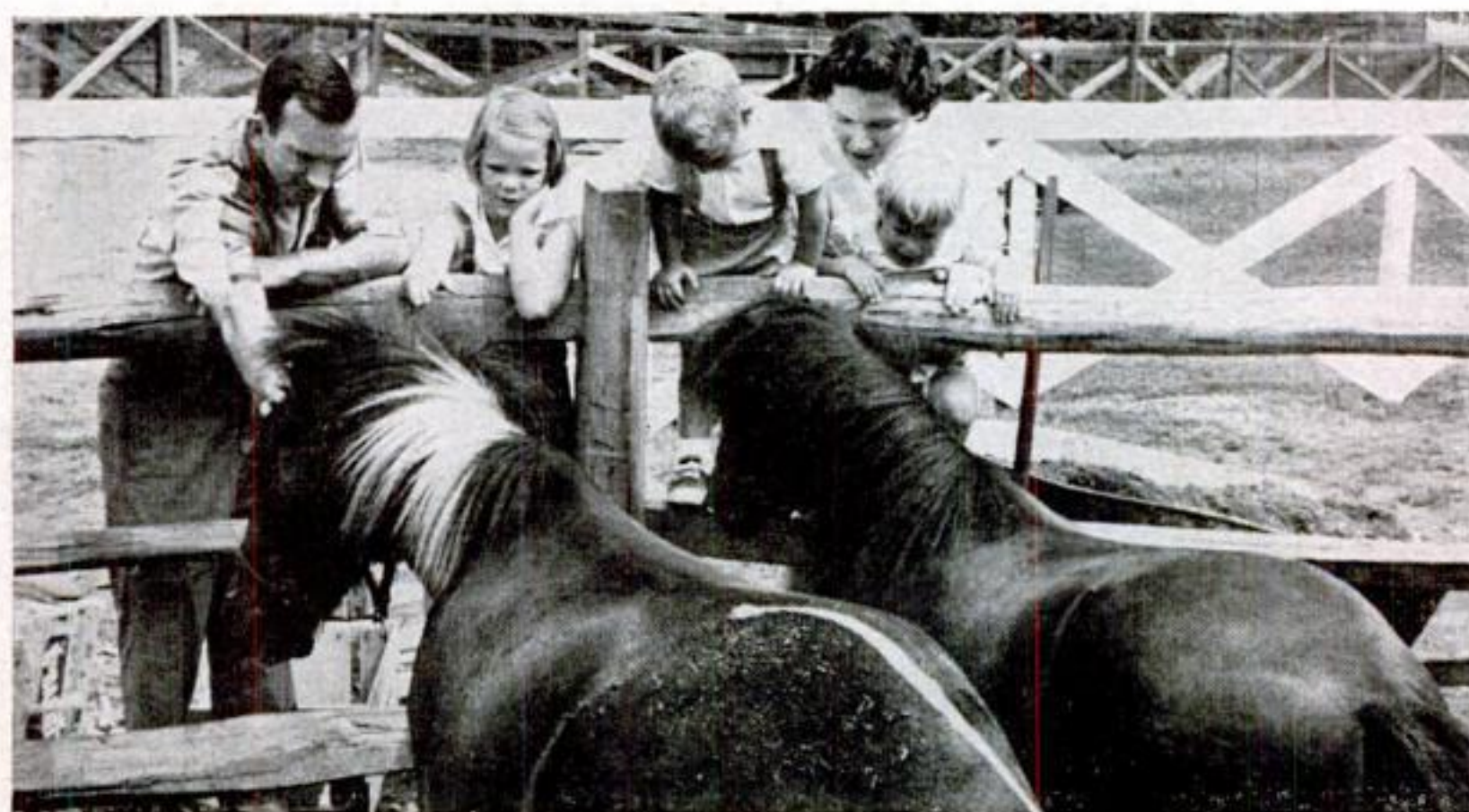
Together, you'll make *tomorrow* so secure that *today* won't be spoiled by worrying!

ONE OF THE LEADING LIFE INSURANCE COMPANIES

THE TRAVELERS

HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including • Life • Accident • Group • Automobile • Casualty • Fire



THE CAMPBELL FAMILY loves animals, and it's Pat Campbell's plan to retire some day—modestly but comfortably—to a small farm of his own—where he will have horses, cows and chickens. A Travelers plan, supplementing Social Security payments, will provide the money.



THE CHILDREN ARE SMALL—but before long they will be grown and off to college. In the Travelers plan there can be a family fund for the children's education. *Why don't you see your Travelers man for a personalized program of your own?* We think it will give you peace of mind, too.



Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach and intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT



Take Hospital Tested

Pepto-Bismol®

...and feel good again!

LETTERS TO THE EDITORS



SHERMAN HARMON FAMILY, NINE COLLEGE TRAINED, GATHERS AT HOME IN INDIANA

DEGREES BY THE DOZEN ON \$40 A WEEK

Sirs:

Reading of the Martins ("Degrees by the Dozen on \$40 a Week," LIFE, Sept. 19) last Thursday night was such an emotional experience for me that I laughed and cried, and afterward I called my mother, Mrs. Sherman Harmon, in Washington, Ind. and urged her to send Dad out to get LIFE that very moment. This was the story of

our family. Father made less than \$40 a week during our school years, but his 12 children were so imbued with desire for education that nine attended college. We now include nurses and teachers and a big league baseball player—Charley Harmon, third baseman for the Cincinnati Reds.

SHERMAN A. HARMON
Philadelphia, Pa.



ERNEST SMITH FAMILY, WHICH HOLDS EIGHT DEGREES, MEETS IN MISSISSIPPI

Sirs:

"Degrees by the Dozen" closely resembled our own story. Daddy and Mama—Mr. and Mrs. Ernest Smith, Blue Mountain, Miss.—have sent eight children through college and saw the ninth enroll this fall as a freshman. There were four graduations in the family last spring—one high-

school, two M.A.s, one B.S. degree. Our family claims eight college degrees, four master's degrees. To my knowledge we never cleared as much as \$1,000 in a year raising cotton, our sole money crop, in the northern hills of Mississippi.

MRS. JOHN HASEL
Cincinnati, Ohio

TRAVELING SYNAGOGUE

Sirs:

Regarding "A Traveling Synagogue" (LIFE, Sept. 19): I know only too well what it means to be a Jew in a small community, remote (almost 100 miles) from a synagogue and thus slowly growing remote from my faith. We need more Rabbi Friedmans.

MARTIN FELSETHAL

Ponca City, Okla.

'BRUTAL AND DEGRADING?'

Sirs:

"Is This Brutal and Degrading?" (LIFE, Sept. 19). YES! Since when does torture or any kind of abuse cultivate love for or loyalty to anything or anybody? The military mind is off base.

JENNIE BRATLEY
Gainesville, Fla.

Sirs:

There is no such thing as developing immunity to pain by the repeated administration of pain.

MAURICE M. BLACK, M.D.
New York Medical College
New York, N.Y.

Sirs:

The survival school treatment is definitely brutal but not degrading. I am a member of the reserve forces and would be glad to have this type of training as protection against the day when we may have to actually endure what those men are learning to withstand.

WILLIAM C. SHEAD
Houston, Texas

Sirs:

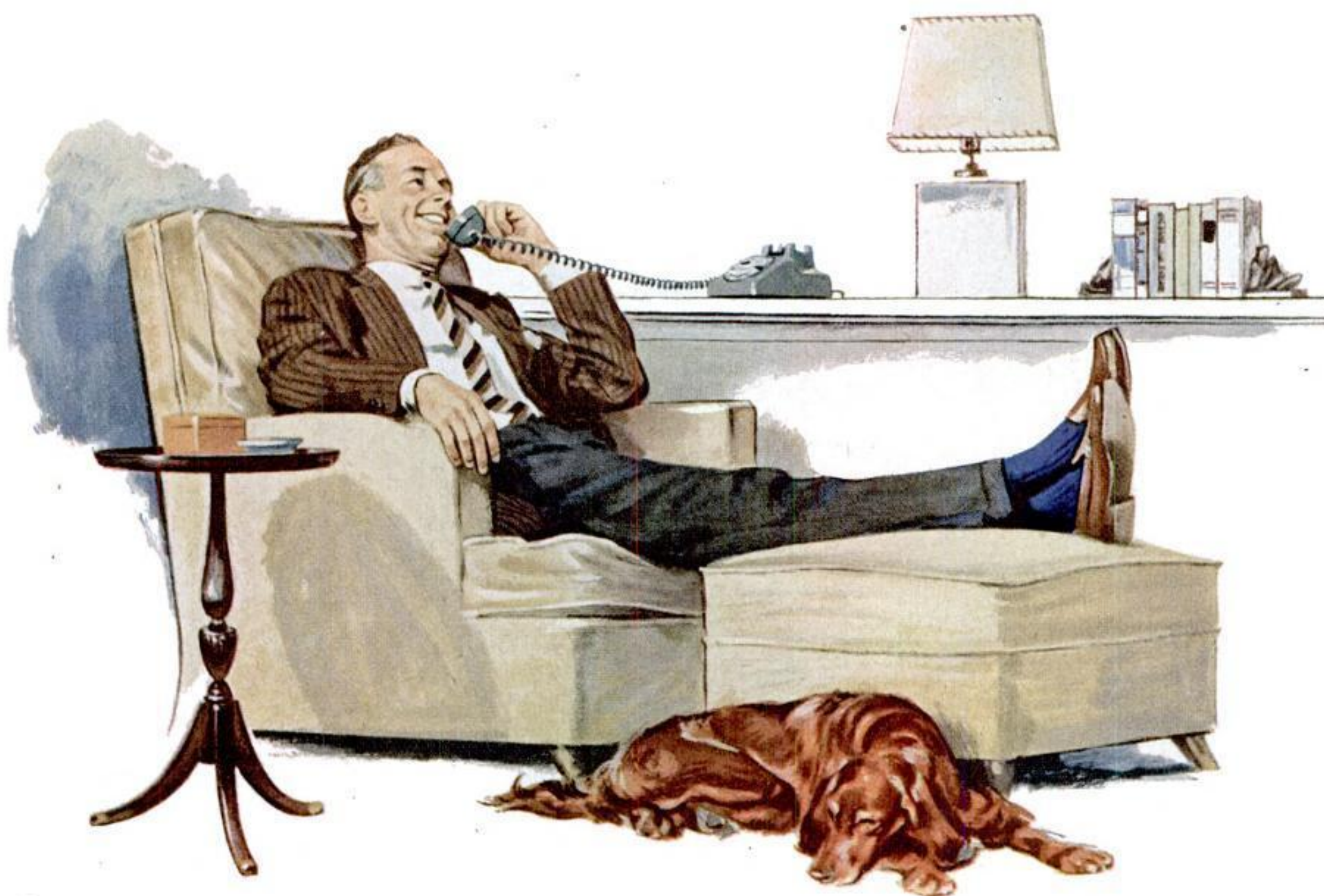
I took the course at Stead in 1953. I consider the experience invaluable.

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Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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With telephones in living room, bedroom, kitchen and playroom,
it isn't a question of keeping up with the Joneses.

You are the Joneses!

Bell Telephone System



P. S. Doesn't cost much either.

And telephones in color add the final touch!



Let WHITE HORSE carry you smoothly through the cocktail hour

*It's pre-war quality Scotch whisky.
Still not quite enough to go around
—but most good places have it.*



Look for the Quality Control
Code on the label—your assurance
of pre-war quality.

BLENDED SCOTCH WHISKY, 86.8 PROOF. SOLE DISTRIBUTORS: BROWNE VINTNERS CO., INC., NEW YORK, N. Y.

LETTERS TO THE EDITORS CONTINUED

If I ever encounter the real thing, I will have some idea what to expect and how I will be able to stand up under it.

HENRY J. MEREDITH
Captain, USAF

Mather Air Force Base, Calif.

WHITHER THIS BOOM

Sirs:

Your editorial, "Whither this Boom" (LIFE, Sept. 19), says courageously and truthfully what so many other editorialists have shirked to notice—that by limiting world trade, we in the U.S. are ultimately hurting ourselves the most.

FRANK SCHWARZENBERGER
New York, N.Y.

Sirs:

In effect, you say in your editorial that American taxpayers will have to fork up an extra million dollars because our government awarded a contract for generators to an American company whose bid is a million dollars higher than that of a British firm.

You overlook the fact that American taxpayers will save money on this deal, since the Internal Revenue Service has the privilege of taxing the American manufacturer at 50% of his profit.

NORBERT A. REUBEN
Hewlett, N.Y.

● The British company, English Electric, is registered in this country and subject to the same corporate taxes as U.S. companies. In addition it would have paid import duties on the generators.—ED.

FROM Å TO ZYWIEC

Sirs:

In "From Å to Zywiec" (LIFE, Sept. 19) Robert Wallace states that the prime meridian passes through the Admiralty Observatory in Greenwich, England. Unfortunately, said observatory is no longer located in Greenwich.

The observatory moved in 1948 to new quarters in centuries-old Hurstmonceux Castle, in the southern part of Sussex.



GREENWICH OBSERVATORY IN SUSSEX

A marker remains at the old site to make tourists and mapmakers remember that although the observatory has moved, the meridian, from which all longitude the world over is measured, has not.

STEPHEN P. MARAN
Junior Astronomy Club
Brooklyn Public Library
Brooklyn, N.Y.

RUSSIA'S FOOD CRISIS

Sirs:

I was amazed to read how an American "capitalist" showed his eagerness to solve a Soviet problem in "How to Ease Russia's Food Crisis" (LIFE,

Sept. 19). I have always considered the Soviet food crisis as one of the most important deterrents to war. Should we truly exalt any "improvements" in the system of our arch-enemies and invite our own disaster?

LEW SHANKOWSKY

Philadelphia, Pa.

Sirs:

In one part of the issue you have an article about the great mapmaker, but in another part, in "How to Ease Russia's Food Crisis," you have a map showing Norway in the place that Sweden occupies and vice versa. This is mapmaking?

ROBERT W. HUGE
Cleveland, Ohio

LIVING ROOM LION

Sirs:

Since she left her coffee plantation in the Indian jungle to marry an American, my wife has yearned for a wild animal around the house. After reading your article about Mr. Hipp and his lioness Blondie ("Living Room Lion," LIFE, Sept. 19) she heard the nearest zoo had a cub for sale and now we have a lion in our house too.

HAROLD FOWLER
North Manchester, Ind.

FOREST AFLAME IN THE WEST

Sirs:

It was interesting to learn the U.S. Forestry Service gave credit to the Southwest Indians for dousing fires in the Klamath National Forest ("Forest Aflame in the West," LIFE, Sept. 19). After learning they would have to wait for helicopters to take them into the fire lines, these crack fire-fighters built a ceremonial fire and started their dancing and chanting. As one of the Zuñi leaders put it, "Don't need 'copters—our rain dance bring rain, put out fires."

A short time later Hopi and Apache Indians arrived and joined the Zuñi. The dance started Monday afternoon and went on through the night. Late Tuesday the clouds rolled in and for the first time in months it started to rain, and with spectacular results. The Forestry Service breathed a sigh of relief and it was reported they were even a little glad the rain dance was stopped when it was. The Zuñi told them they were so successful once with their ceremonies at home that three of their dancers were drowned in a flash flood.

MRS. R. M. GWINN
West Sacramento, Calif.

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America's Most Wanted Gabardine

GOLD LABEL

FINE ALL WOOL WORSTED

\$40.75

so smart, so comfortable, so practical

The all-season usefulness of this luxurious all wool worsted Gold Label gabardine is what makes it such a favorite with men everywhere. It has swagger, full-cut roominess and "just the-right-weight" for comfort that's grand. It's water repellent... gives you such all-weather satisfaction, you will find Alligator Gold Label the coat you'll live in... rain, sun, cold. See famous Gold Label. You'll say "what a great value!"

You can't mistake that Alligator elegance

For any weather there's an Alligator you wear now and all year 'round. All have that envied Alligator elegance... luxurious flare... drape... and full-cut sweep.

Choose yours from classic gabardines and other fabrics in smart patterns and colors, or lightweight rainwear. All are water repellent or waterproof... every one a great value from

\$8.50 to \$49.75

Weatherstyle All Wool Shetland features a soft, luxurious fabric, in a wide range of patterns and colors. Smartly styled, it is also water repellent for all-weather wear. **\$33.75**

Galecloth Rainwear... Lightweight luxury for rain, wind and chill. Fashioned of Dacron* and fine combed Egyptian cotton. Resists wrinkles, holds shape, wash or dry clean. Single breasted **\$24.75**. Trench **\$28.75**

Dacron Gabardine smartly styled of 50% Dacron*, 50% finest all wool worsted. Super water repellent for year 'round wear, wrinkle resistant, long wearing. **\$40.75**

*DuPont's Polyester Fiber

Better Stores Everywhere Feature **Alligator**... the Best Name in Rainwear

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Bostonian Cordovans

You can always pick a thoroughbred to lead the field! So it is with genuine Cordovan in the hands of Bostonian craftsmen! Here's Cordovan that's *well balanced* in line and detail. And, with Bostonian® styling, Cordovan is always correct. When you try Bostonian Cordovans, you'll marvel at their *ideal* foot-feel and their exceptionally good looks!

Most styles \$17.95 to \$25.95

#5419—Tropic Blucher Moccasin, Dark Cherry Cordovan.

#553—Marshall Plain-toe Blucher, Dark Cherry Cordovan, Brown Sealed Welt.

#555—Ardmore Wingtip, Dark Cherry Cordovan.

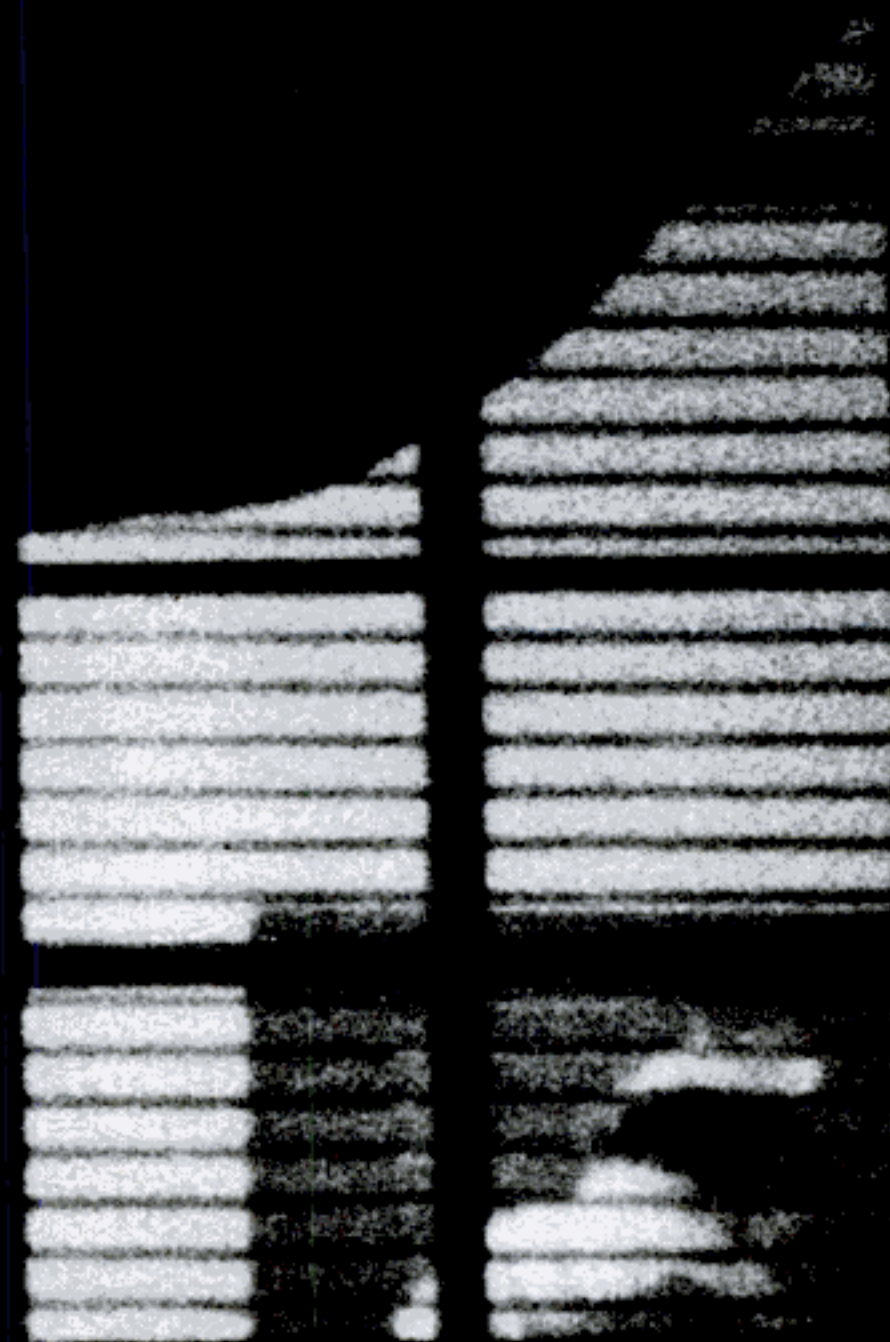
#5421—Keene Blucher Wingtip, Dark Cherry Cordovan.



LIFE

Vol. 39, No. 15

Oct. 10, 1955



PRESIDENT'S PROGRESS IS 'SATISFACTORY' AND THE WORLD WATCHES A WINDOW

A lighted window against the dark bulk of Denver's Fitzsimons Army Hospital last week engaged the whole world's attention and deep concern. There in an eighth floor room Dwight D. Eisenhower lay, stricken by a heart attack as he stood at the peak of his prestige and influence among the world's leaders. Not in years had an item of news so shocked people everywhere or revealed so sharply one man's impact on his nation and his time.

While a nurse (seen in window above) ministered to the President, millions waited anxiously for the bulletins on his condition.

In embassies around the globe, diplomats grew uneasy lest the present growth of East-West understanding falter now that the man perhaps chiefly responsible for it lay ill. A flood of get-well mail hit the temporary White House in Denver, and there were prayers in uncounted languages for the President's recovery.

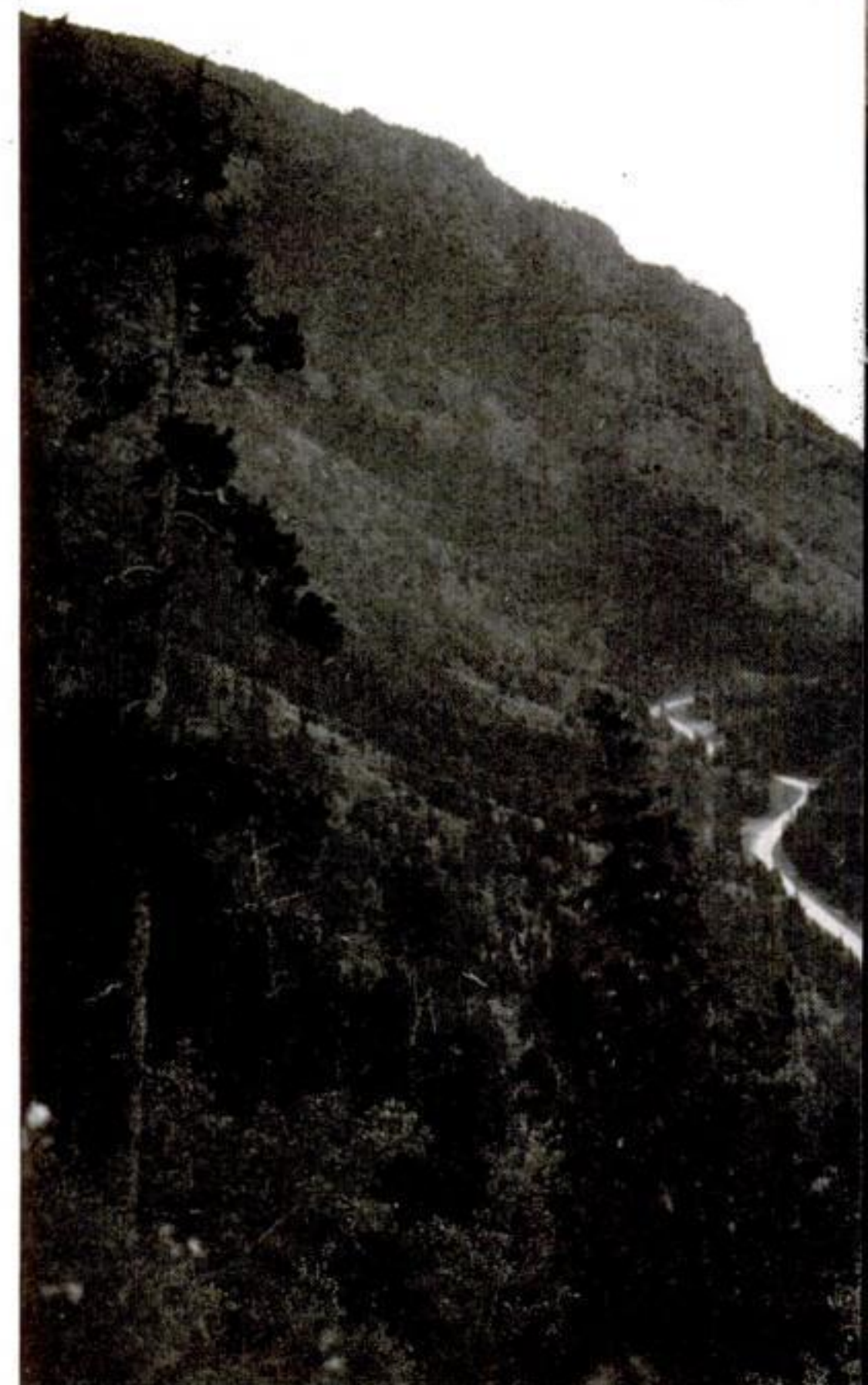
One critical week had passed; another, for reasons explained on pages 152, 153, lay ahead. But the watching world found encouragement in the careful medical bulletins: "The President's progress continues to be satisfactory, without complications."



VACATION SPOT where the President began his last well day is Aksel Nielsen's ranch near Fraser,

Colo. On the portable grill in the foreground the President cooked steaks the night before he left.

AN OPEN AIR PRELUDE,



FAMILIAR SCENERY, the breath-catching Berthoud Pass highway over the Continental Divide,



MESSAGES FROM ABROAD, part of 2,500 letters and telegrams arriving in Denver daily for the President, were read to her husband by Mrs. Eisenhower.

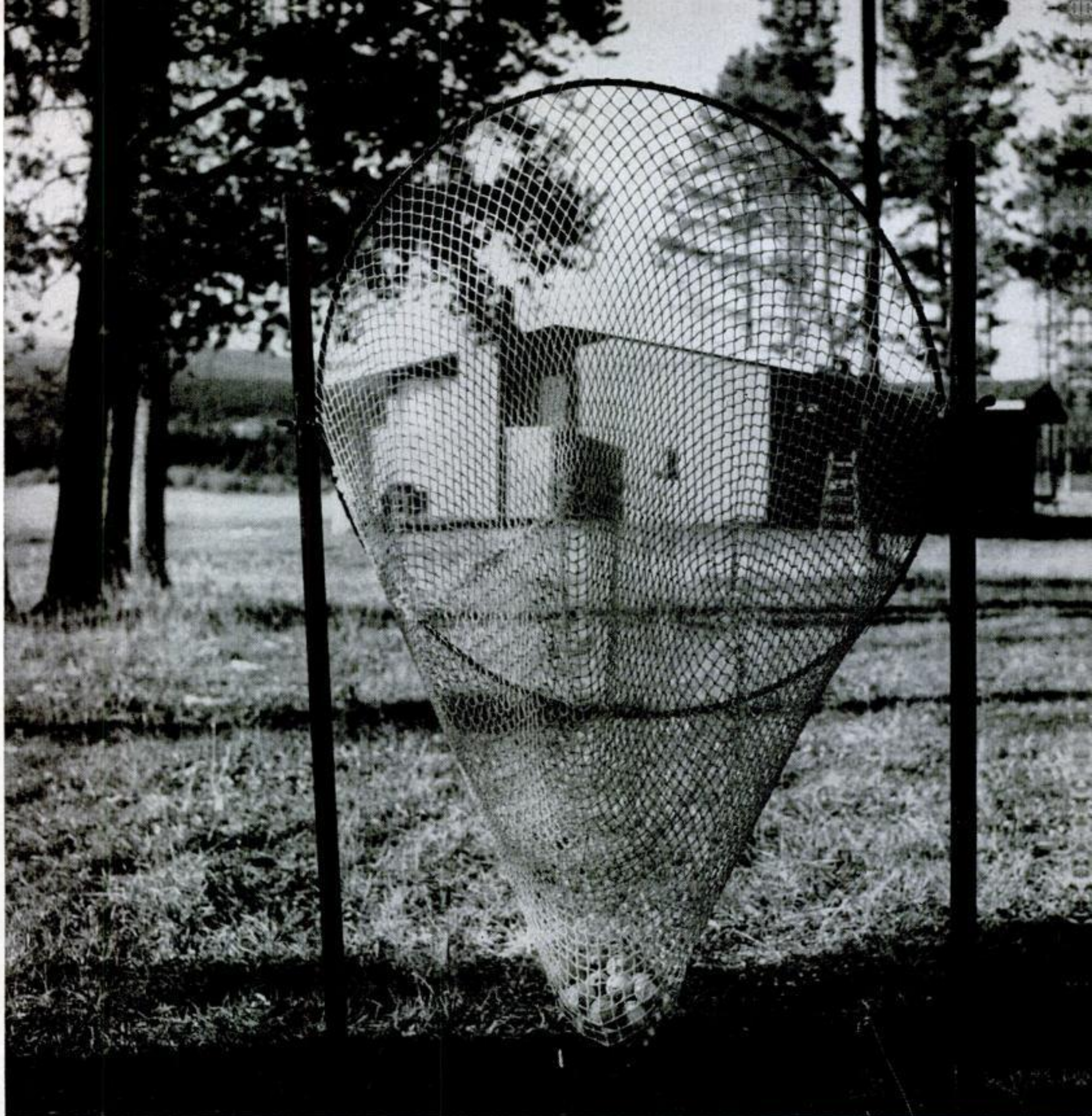


PRESIDENT'S GOLF GEAR, probably used for the last time this year, stands beside the 18th or "Eisenhower Hole" at Cherry Hills club in Denver. Holding

THEN SOOTHING MUSIC



greeted President as he headed for Denver after his stay at Fraser. Picture looks east from the summit.



PRACTICE NET for the President's drives hangs near the guest cabin he occupied on the Fraser

ranch. On his last day at the ranch Eisenhower cooked breakfast in the cabin, then left for Denver.



President's clubs is Cherry Hills professional Rip Arnold. He and Eisenhower, riding electric carts, played 27 holes on the day before the President's attack.



SOOTHING SELECTIONS, chosen by Mrs. Eisenhower and son John, were played in President's room. He later requested selections by Bach and Brahms.



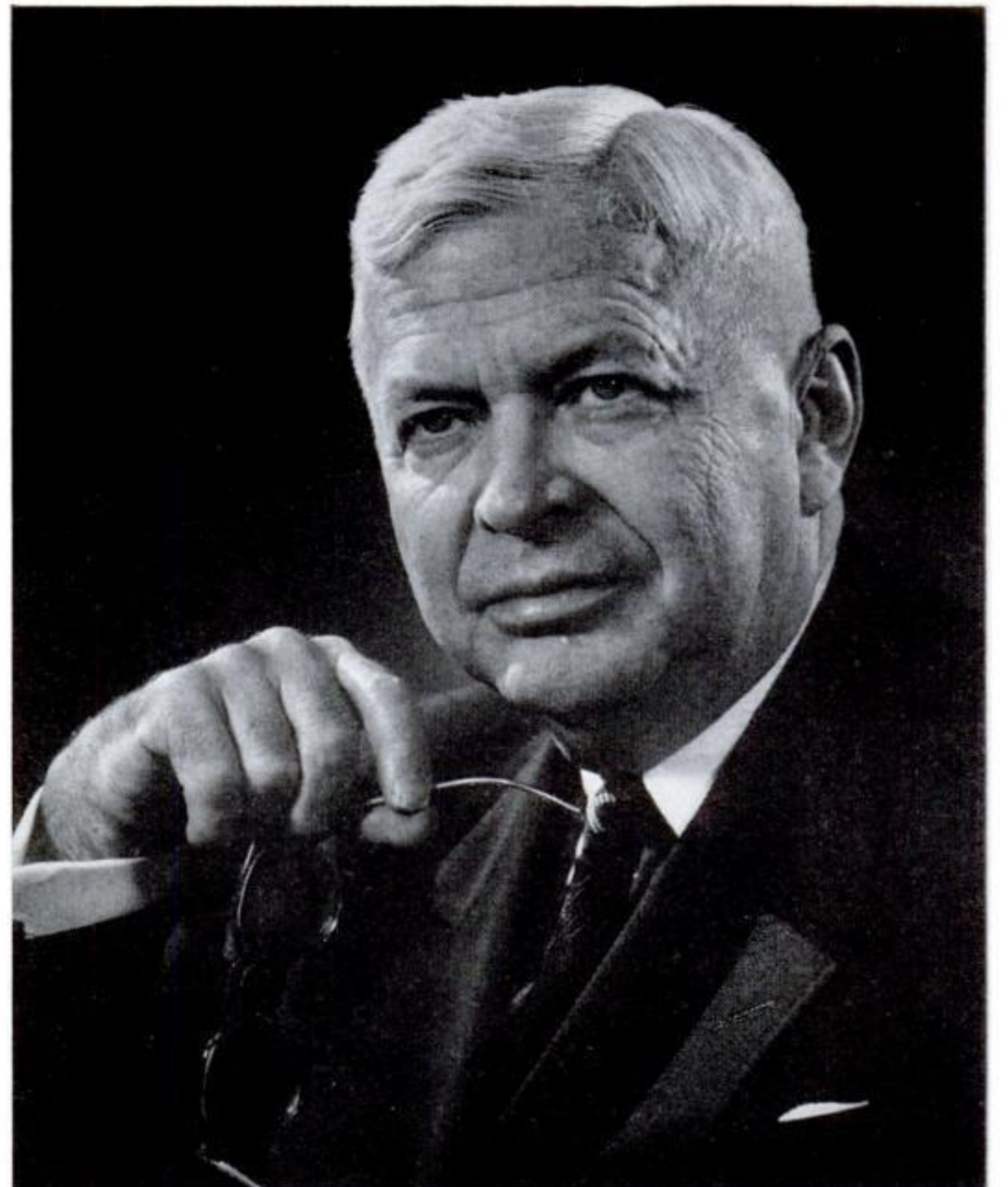
SECRETARY OF STATE JOHN FOSTER DULLES



SECRETARY OF TREASURY GEORGE HUMPHREY



PRESIDENTIAL ASSISTANT SHERMAN ADAMS



SECRETARY OF DEFENSE CHARLES WILSON



VICE PRESIDENT RICHARD NIXON



ATTORNEY GENERAL HERBERT BROWNELL

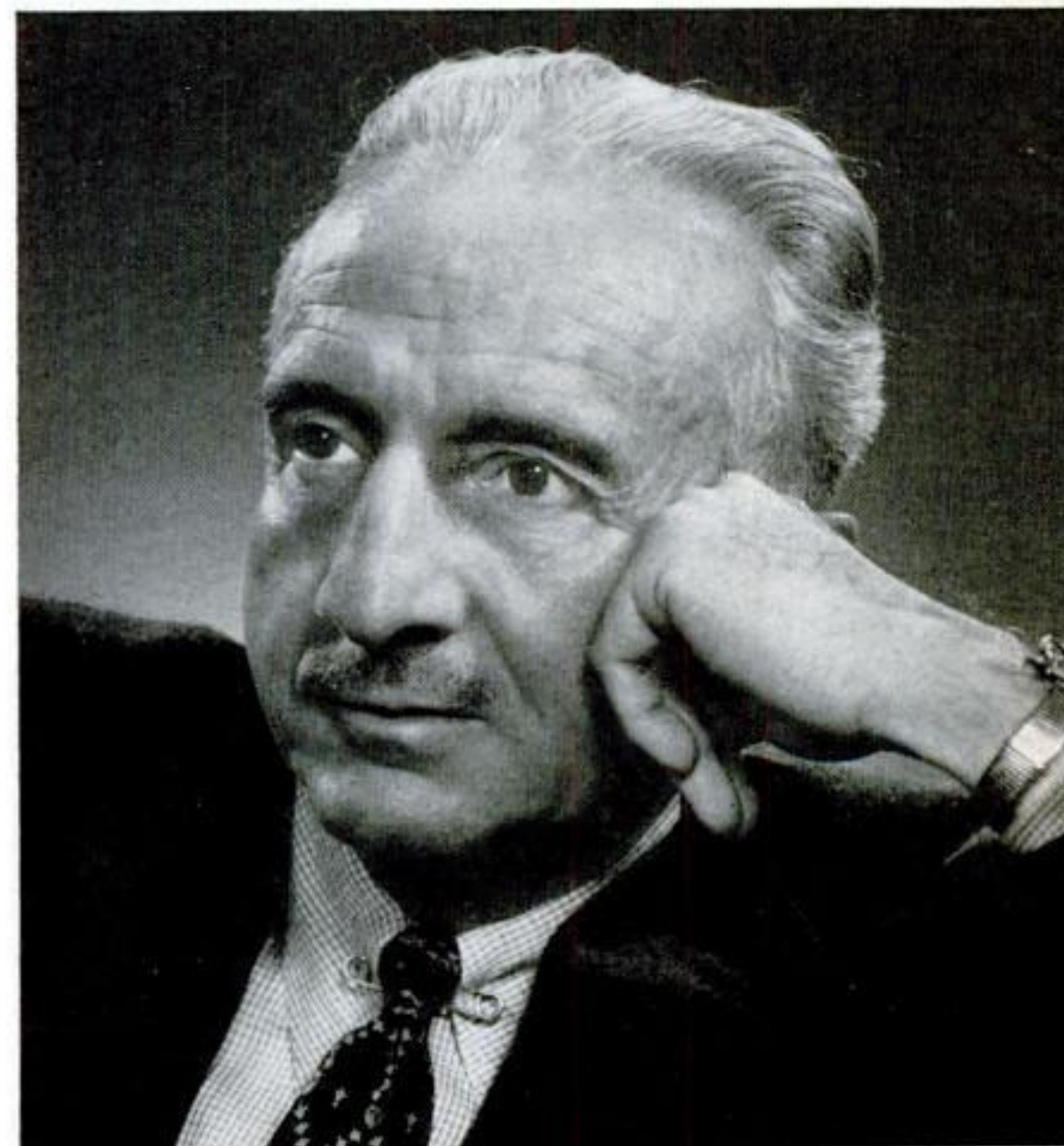
THE TEAM IN CHARGE AS PRESIDENT RESTS

Drawing on his military past, President Eisenhower had built an administrative team of trusted associates to whom he could—and did—delegate an unprecedented amount of work. Last week that team stood uniquely prepared to operate the executive branch during the President's convalescence. Here, in portraits by You-suf Karsh, are its key members.

Heading the group is Vice President Nixon, already more thoroughly versed in the duties of the presidency than any vice president in history. Two members of the White House staff play major roles. Sherman Adams, the tough, efficient former governor of New Hampshire,

has been Eisenhower's chief of staff, reporting to him, carrying out his orders. Retired Major General Wilton Persons, who served under Eisenhower at SHAPE, now oversees the delicate White House relations with Congress.

Of the Cabinet members Dulles, Humphrey, Wilson and Brownell loom largest on the team, both because of the President's respect for them and because of the importance of their fields. As shapers of policy they wield much general influence on administration aims. If any one can be called the Cabinet's strong man it is Humphrey, because of the force of his personality and his close ties with Eisenhower.



LIAISON MAN WILTON PERSONS

KARSH, OTTAWA



WORRIED INVESTORS watch a report on President's condition flashing on screen at a New York brokerage office. Market had begun to recover losses.



STANDING IN A MINUTE OF SILENT PRAYER FOR THE PRESIDENT, BOTH TEAMS, THE UMPIRES AND THE

THE NATION'S REACTION—PRAYER AND A LOOK AT THE CANDIDATES

Reactions to the news of the President's illness were quick and widespread. Extra newsmen rushed to Denver and set up an around-the-clock vigil. The World Series began—like hundreds of other gatherings last week—with a prayer for him. Early fears that there would be a lack of continuity in the Administration now and a new regime in 1956 showed up most severely on Wall Street. Stock prices took their sharpest tumble



WILLIAM G. STRATTON, 41 (center), governor of Illinois, receives highest Masonic honor, 33rd degree, at Detroit. He won election to Congress at 26.



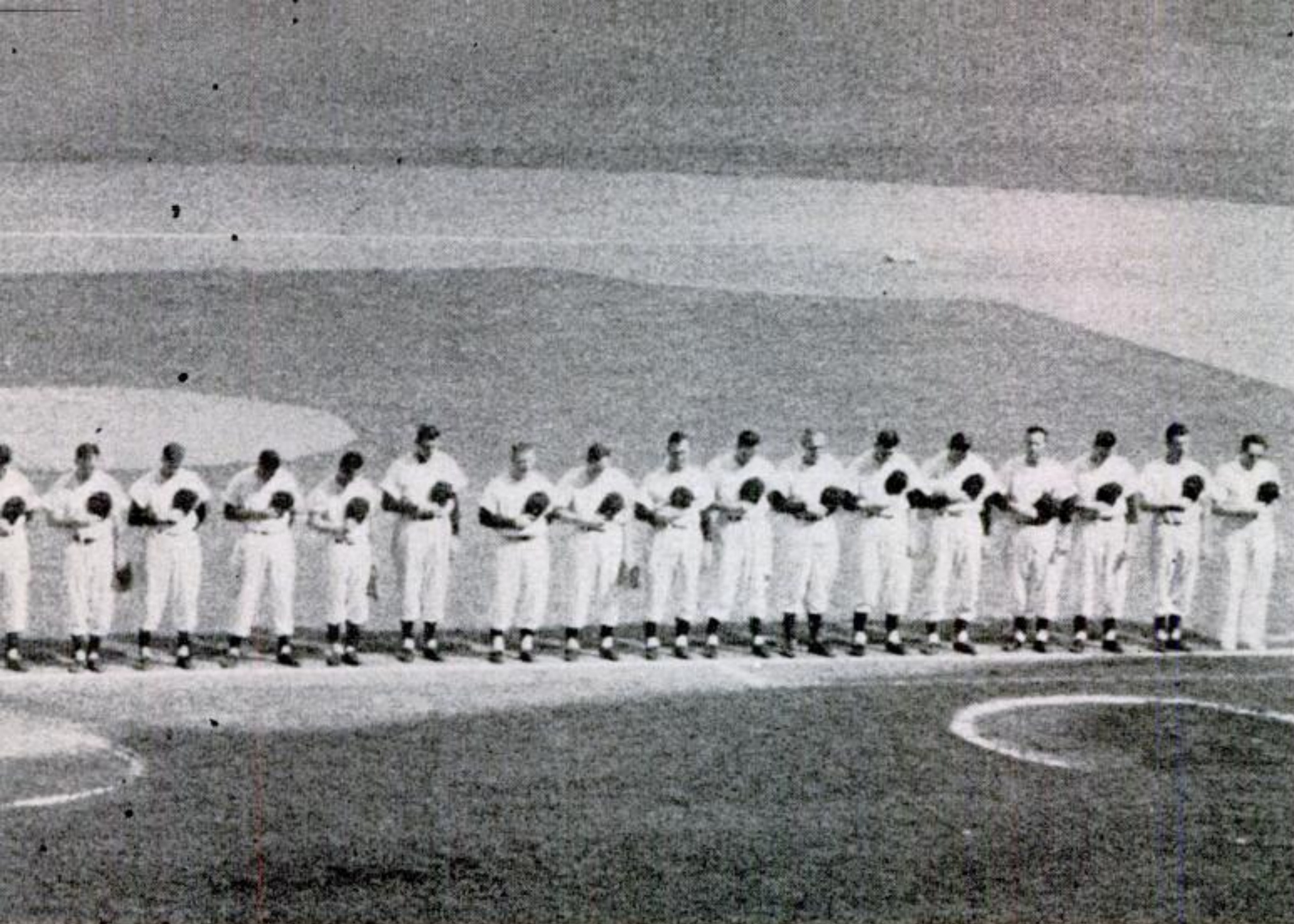
CHRISTIAN HERTER, 60, governor of Massachusetts, greets visitors after swearing in judge. He was in State Department. His age may be against him.



ARTHUR LANGLIE, 55, governor of Washington, talks with guests before a Bremerton banquet. He was considered as Eisenhower running mate in 1952.



EARL WARREN, 64, Chief Justice of the Supreme Court, addresses dinner at Harvard. He has insisted he would not leave the bench to run for President.



CROWD OF 63,000 PAUSE BEFORE THE OPENING GAME OF THE WORLD SERIES IN YANKEE STADIUM



WATCHFUL NEWSMEN covering President's illness catch sleep on cots in a hallway at Lowry Air Force Base, summer White House headquarters.

dollarwise since the Great Crash of 1929. Then, as the administrative team Eisenhower had built moved to carry on and good news came from Denver, the market quickly began climbing back up.

The most lasting effect of the Eisenhower seizure would come in the political field, as both parties confronted a 1956 election in which Eisenhower would almost certainly not be a candidate. Republican confidence

oozed away, perhaps unnecessarily (Editorial, p. 48). Democratic hearts leaped up. Though potential candidates on both sides refused to exploit the situation by identifying themselves as candidates, speculation on possible successors to Eisenhower became a national game. Vice President Nixon was the best known, but there were many others, and eight are shown below as they went through their normal business last week.



WILLIAM KNOWLAND (right), 47, of California, Senate minority leader, attends New Jersey banquet. He often differs with Eisenhower on foreign policy.



GOODWIN J. KNIGHT, 58, lays a cornerstone as the governor of California. Eager for nomination, he will likely control the state's convention votes.



THOMAS E. DEWEY, 53, shown last week visiting Italian Premier Segni (left) in Rome, retired from politics in 1954 but is still mentioned as candidate.



GEORGE CRAIG, 46 (left), governor of Indiana, discusses a bridge site with a state official. He is former national commander of the American Legion.



DEMOCRATIC LEADERS, Speaker Sam Rayburn, Senator Lyndon Johnson and Party Leader Adlai Stevenson, meet in Texas to discuss party's '56 chances.



G.O.P. CHAIRMAN, Leonard Hall, tells reporters outside Nixon's office that '56 plans haven't changed, though he later privately admitted he was on a spot.



PRESIDENT'S ASSISTANT Adams arrives at Denver hospital with Press Secretary James Hagerty.

SOME CONFUSION BUT U.S. BUSINESS AS USUAL

On Saturday, Richard Nixon came home from a wedding, loosened his collar and settled down to read the *Washington Star*. His phone rang and Mrs. Nixon, upstairs reading to the children, called down that it was the White House switchboard. He took the call, then returned to sit on the edge of his easy chair, stunned by the news of the President's illness.

Soon the Vice President's suddenly public private wire was jammed and he escaped to the nearby home of his old friend, Deputy Attorney General William Rogers. The two men, joined by Presidential Aide Wilton B. Persons, talked until 2:30 a.m. with constant interruptions as Nixon was called to a kitchen phone for latest reports from Denver.

What they talked about was the danger to the Administration and the procedure Nixon should follow. He was certain to be damned if he did and equally damned if he didn't take steps to assure the continuity of government. When he drove home, he sleepily noticed that he was being guarded by an augmented force of Secret Service agents.

Next day the official "team" began its work week. Presidential Assistant Sherman Adams arrived from Scotland. Dr. Paul Dudley White in Denver set the tone for "team" decisions by telling the press that, barring complications, Eisenhower could resume light duties in two weeks. The doctor thus allayed fears of a leaderless period such as those between the time

James Garfield was shot July 2, 1881, and his death on Sept. 19, and the 1919-1920 period when Woodrow Wilson was paralyzed.

Meanwhile Washington, always rich ground for gossip, buzzed with stories of backstage political manipulations and watched for signs of underhand moves. But there was not the slightest evidence of a power play. Nixon, by scrupulously avoiding any move toward arrogation of authority, went a long way toward stopping the talk. Attorney General Brownell's statement, after flying from Madrid, that there was no present cause for legal action on the question of delegation of presidential powers, ended it for good. A calming influence came from the outside when Democratic leaders (*above left*) announced they would make no political capital out of the President's illness. On Thursday came the decision to send Adams (*left*) to Denver to head the "Denver White House." On Friday, a Cabinet meeting concluded there were no obstacles to the orderly conduct of affairs until the President recovered.

An indication of just how soon this would be came that evening. In Denver the President's physician, Dr. Snyder, brought some papers in for Eisenhower to sign, his first official task since he was stricken. "Mr. President," said the doctor, "you only have to initial these papers." Ike, already restless to get back to work, looked up. "Well, Howard," he said gently, "I think I know more about it than you do."

In the Diplomatic Service of the
ates of America:

ster Collins, of Virginia

Sherman Adams

PRESIDENTIAL SIGNATURE, his first official act in seven days, is affixed to a State Department list

carrying the names of diplomatic appointments to be submitted for Senate confirmation next year.





PANORAMIC VIEW OF EBBETS FIELD CATCHES THE BROOKLYN DODGERS AND THEIR FANS COMING TO LIFE THE FIRST TIME AT BAT IN THEIR HOME PARK. ROY

THE BALL PARK IS BIG FACTOR

Diamond hero interprets series

by JOE DIMAGGIO

The Brooklyn club came into the World Series with a fat reputation. It had won the National League pennant by the widest margin in 11 years. The New York Yankees on the other hand weren't as strong as other Yankee teams I've seen go into the series. But the Yanks had two things going for them: a ball park and an old habit of beating the Dodgers. These were enough to give them the first two games.

You've got to be a line-drive hitter in big Yankee Stadium and the Dodgers were geared for long, towering flies that paid off in smaller Ebbets Field. Most of their power is right-handed and the stadium park is rough on all

right-handers. I know. I hit there for 13 seasons. Left field is way out in China (301 feet on the foul line but don't let that fool you, in dead left field it is about 380). When you see how far it is you press and put a little extra into your swing, and when you do you throw your timing off. The Dodgers' big man, Roy Campanella, seemed to be swinging too hard in the first two games and kept popping up. There's something about a close fence—when you can spit and reach it—that helps your confidence. Only one ball went into the left field seats at the stadium, a line drive down the foul line by Elston Howard, a Yankee.



LONG FLY BALL by Dodger Gil Hodges would have landed in upper deck in Brooklyn. But at Yankee Stadium it falls toward waiting fielder Irv Noren.



DARING DASH brings Brooklyn's Jackie Robinson charging wildly toward home plate on steal. It came unexpectedly, Yankee Catcher Yogi Berra having

just told pitcher, "Don't worry about Robinson." Robbie got a big jump as Pitcher Whitey Ford took a windup and later slid safely under Catcher Berra.



CAMPANELLA, HITLESS IN TWO YANKEE STADIUM GAMES, TROTS AROUND BASES AFTER HITTING A TWO-RUN HOMER. HE HIT ANOTHER HOME RUN NEXT DAY

Jackie Robinson (*below*) pulled a play which to me is the most exciting in baseball—stealing home. But you expect it only in late innings when it means the tying or winning run. Jackie's team at that time was two runs behind which made the attempt seem foolish. Had he been thrown out Brooklyn may never again have had the opportunity of having the tying run at the plate. But he made it.

As for the mental block, Brooklyn took the lead three times in the first two games and three times the Yankees came back in their half of the inning to tie it up or forge ahead. You could almost hear the Dodgers mumbling,

"What do we got to do?" You could almost see the block as they stumbled over it.

After dropping two games to the Yankees at the stadium the Dodgers dug in at home. Campanella connected for a two-run homer the first time up at Ebbets Field. This was his ball park and when Campy snapped out of it the whole club began to move.

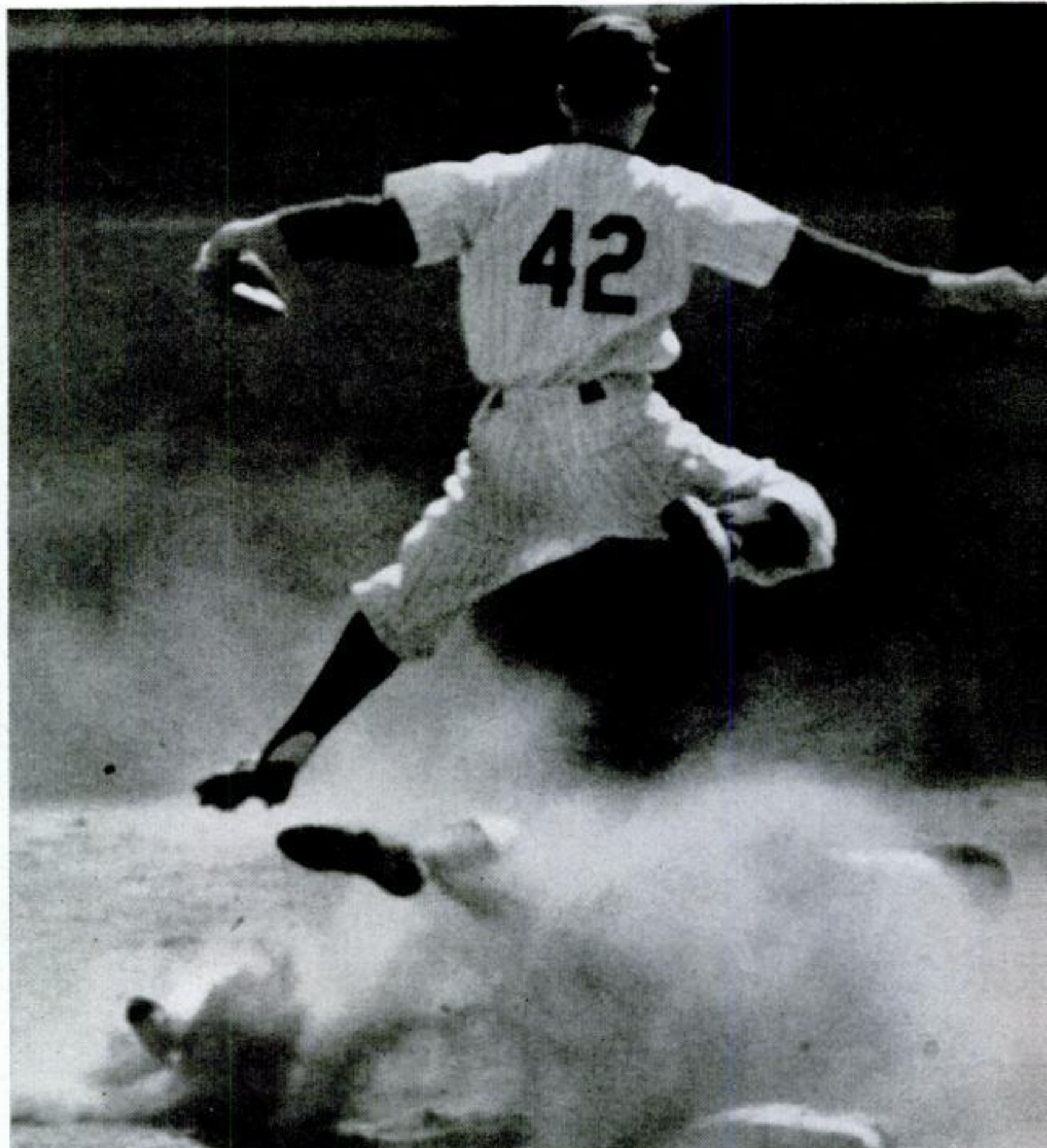
The Dodgers all got together and started hitting. It was a real team exhibition. Snider hit a tremendous jolt that would have made any park in either league, and altogether they ran up 16 runs in two games. They sure looked like a different breed of cats in their own ball park.



AUTHOR DIMAGGIO WATCHES OLD TEAMMATES



OUTRAGED CATCHER Yogi Berra protests call on Robinson (*left*). Jackie also upset other Yankees, rattling one pitcher and teasing Outfielder Elston Howard into throwing to the wrong base. "He's always doing something," says DiMaggio.



FANCY FIELDING by both teams helped establish a World Series record of six double plays in one game. Here Yankee Shortstop Jerry Coleman leaps high to avoid charging base runner Don Hoak after getting off relay throw to first base.





CAUGHT WITH CASH, Carlos Aloé, Perón governor of Buenos Aires, was arrested fleeing country with over a million dollars in satchel.

LEGACY OF LOOT AND A NEW DEAL

Lonardi begins post-Perón cleanup

The leader of Argentina's successful revolt, General Eduardo Lonardi, supported by his happy family, settled down in Buenos Aires to his new job as provisional president. He has

named four military men and 11 civilians to his cabinet and, while planning his country's hopeful future, took pains to discredit its lurid past.

The new government found Juan Perón's closets bursting with clothes, his garages full of sports cars and his strongboxes crammed with a stashed-away fortune of \$20 million dollars. They intercepted love letters the



NELIDA RIVAS

61-year-old dictator had written to a 16-year-old girl, Nelida Rivas, and heard a rumor that he had secretly married a 19-year-old. They peeked into the coffin in the shrine of his late wife Evita and found the body gone. But it was later discovered that, because it was decomposing, it had been taken to her family plot.



IN CASA ROSADA LONARDI INSTRUCTS AIDES AT MORNING CONFERENCE IN PERON'S OLD OFFICE



LONARDI FAMILY is shown in these pictures. At the left is his wife, Mercedes Villada Achaval de Lonardi, with one of three Lonardi sons, 13-year-old student Andrés. To the right are the two Lonardi daughters, Marta, who married Córdoba



lawyer José Deheza, and Susana, 19, who is soon to marry Ricardo Quesado, a rancher. At right are Señora Lonardi and the president. The president's other sons are Eduardo, 30, manufacturer, and Ernesto, 29, an army officer, not shown.

IN MEMORIAM, EMMETT TILL

In Mississippi the murder of 14-year-old Emmett Till still goes unpunished. It will be punished, nevertheless, for there is a higher law than Mississippi's.

Emmett Till was a child. One of the South's traditions is the religion of Jesus, who said: "But whoso shall offend one of these little ones which believe in me, it were better for him that a millstone were hanged about his neck, and that he were drowned in the depth of the sea."

Men can be forgiven for prejudice, as a sign of ignorance or imperfect understanding of their religion; no righteous man can condone a brutal murder. Those in Sumner, and elsewhere, who do condone it, are in far worse danger than Emmett Till ever was. He had only his life to lose, and many others have done that, including his soldier-father who was killed in France fighting for the American proposition that all men are equal. Those who condone a deed so foul as this are in danger of losing their souls.

The soul of Emmett Till himself was known but to few but it was a thing of value. It was fashioned on July 25, 1941 by the Lord God Almighty who placed on it this distinctive seal:

This is My son, akin to all others, but unlike any one of them. Like each of My children he is unique, irreplaceable, immortal. I hereby send him among other men, who are his brothers.

He went, and was slain. In the dark night of this deed his childish cries for mercy fell on deaf ears. But they were heard, nonetheless, and the Hearer made an entry, that night, beneath certain names, writing once more: "It must needs be that offenses come, but woe to that man by whom the offense cometh."

Sleep well, Emmett Till; you will be avenged. You will also be remembered, as long as men have tongues to cry against evil. It is true now as it was when Christ said it almost 2,000 years ago: "For there is nothing covered that shall not be revealed; neither hid that shall not be known. . . . Whatsoever ye have spoken in darkness shall be heard in the light. . . . Be not afraid of them that kill the body. . . . Fear him, which after he hath killed hath power to cast into hell. . . . Are not five sparrows sold for two farthings, and not one of them is forgotten before God? . . . Fear not, therefore, ye are of more value than many sparrows."

The President's continuing improvement is universal cause for rejoicing. The steady, continuous management of the nation's affairs in his absence—on the course he set and on the policies he determined—is a high tribute to the desirability and efficiency of Eisenhower's team type of government. Unlike Franklin D. Roosevelt, who informed Vice President Truman about almost nothing, Eisenhower has trained all of his deputies to act without him. The only problem for them, until the President himself can again assume active command, is to maintain the forward momentum of his program—as in such vital matters as freer world trade, foreign economic policy, highways and schools.

Indeed, its performance in this emergency so far makes the Republican Administration look very good. The same can scarcely be said for the Republican party. It was so little prepared for the nightmare of a '56 without Ike that when the actual prospect appeared Republican leaders got into as big a flap as a flock of turkeys in a thunderstorm.

As good as they look in office, the leaders apparently did not look very good to themselves as prospective candidates. Instead of going about their proper business of building a stronger party, some are still trying to persuade themselves that Ike can run again despite his coronary—although obviously both his family and millions who love him will oppose it. So will that part of his own military tradition which requires an officer with impaired health to step aside. His own preference has always been to go back to Gettysburg when his first term ends. He now has a passport to it which no man may honorably question. His own advice to the Republican party all along is now sounder than ever: "Never pin your flag so tightly to one mast that you . . . cannot rip it off and nail it to another."

Actually, this crisis may be a healthy thing for the Republicans if it forces them to do what they should have been doing. That is to develop leaders from the younger and bolder men in their own ranks and from the independents and ex-Democrats brought into their folds by Eisenhower.

Even now the party is far from being devoid of presidential timber although there is no one whom a hard-headed politician would bet on at this time as the winner. Polls show a preponderance of Democrats in the U.S., but they also show that if Chief Justice Warren (now 64) were still available he could match the vote-getting power of any leading Democrat. Vice President Richard Nixon does not poll nearly as well, but nobody knows how much better he, or any Republican of stature, would be as a vote-getter with the magic of Eisenhower's endorsement and personal stumping. Certainly Nixon's stock has risen by the quietly

competent manner in which he has kept things moving since the crisis.

Among the Republican governors, Arthur Langlie of Washington is of the progressive Warren stripe and Indiana's Craig and Illinois' Stratton have possibilities of national stature. Among ex-governors Sherman Adams has the unique experience of running the White House machinery. Among non-professionals there is Paul Hoffman, an industrial statesman with great world prestige. Some also are mentioning the President's own brother, Milton, who had established himself as a thorough student of both politics and government long before his non-political brother had entered either. In the Senate, with the exception of Bill Knowland, there is nobody who looks like a presidential candidate, but the Senate does have a solid core of loyal Eisenhower supporters—such as Case, Duff, Bush, Carlson, Cotton, Ives, Kuchel, Saltonstall, Alex Smith, Aiken and others—who can provide the "senior council" to ensure that the nominee is a genuine disciple of the Eisenhower brand of "dynamic conservatism." For that matter, that label still applies to both Tom Dewey and Harold Stassen, who wore it through the years of Republican drought.

All these men do have the ability and the opportunity to keep the party facing forward, to keep it moving, to make the President's own program a reality. By so doing they would attract the vigorous new leaders who will arise in a party that actually is doing something and going somewhere.

Thus the Republicans, instead of going into a flap, ought to start counting their many tangible assets. The unbeatable combination it had been relying on was "Ike, Peace and Prosperity." Losing Ike as a candidate does not mean losing him as a leader. As the party's elder statesman he can lend tremendous weight to a candidate or a program. And there is no reason why he cannot continue, even out of office, to exercise the world's moral leadership for peace which has been so uniquely his own.

As for prosperity, the Republicans can scarcely kill that between now and November 1956. On the contrary, the boom is stronger than ever, the stock market quickly recovered from its initial panic. Young Henry Ford has shown his confidence in a prosperous future by announcing a new \$500 million expansion and Eddie Rickenbacker by a \$350 million investment in new planes.

But in order to win the Republicans have got to be a party. They can no longer afford the luxury of dissension, disunion and secret sabotage of the President's program. In order to succeed Eisenhower the party must now prove worthy of him. It must develop a unity and a responsibility at least as good as the Democrats'—and that has been pretty good, indeed.



Put this in your soup bowl and like it!

You'll like it, all right — it would be hard not to like as superb a soup as Campbell's Cream of Mushroom. You'll like its mellow mushrooms, its country-creamy goodness. Make it with milk and you have a doubly nourishing, invigorating soup.

Put one of Campbell's 21 famous soups in your soup bowl every day — you'll like that, too. If it's a cold day — try Campbell's lusty Bean with Bacon. If it's been a busy day, have a bowl of Chicken with Rice Soup — to calm you down with its gentle broth, tender rice and chicken.

Have soup for lunch — you can't have

it too often — everybody's favorite, Tomato Soup, for one. Have soup for dinner, too. A variety of soups helps to balance your nutritional needs. Try Vegetable Soup, tonight maybe?

Soups are so wholesome, so nourishing, so digestible some people think it's a good idea to have soup at least once a day.

Why not try it?



M'm! M'm! Good!

YOUR BODY NEEDS . . .

PROTEINS — for upkeep and growth
VITAMINS and MINERALS — for vitality
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A VARIETY OF SOUPS SUPPLIES THEM ALL

Once a day . . . every day . . . SOUP!

Good Cooks' Guide to the New Franco-American Labels

WE LOVE GOOD COOKS, and we like to think good cooks love us. That's why we want *you* to have the first peek at our surprise!

Starting now, your old FRANCO-AMERICAN friends are all decked out in new outfits. Bright, beaming, yellow labels! So much easier for you to spot on your grocer's shelves.

We hope that whenever you see these sparkling new containers, you'll think of our sunny

kitchens where every bit of the hustle and hard work of meal-getting is done *for* you, as lovingly as you'd do it yourself.

We hope you'll let your family enjoy these good Franco-American foods *often*. (Four of them are old familiar favorites and two of them are brand-new products.)

We *know* you'll enjoy the result: Less work for Mama—and better eating for your family!



A "fun" dish! That's Franco-American Spaghetti, in its new yellow label. Kids adore the fun of it. Grownups are crazy about its rich, red tomato sauce. No recipe necessary. You simply heat it, and serve.



New company way to serve Macaroni by Franco-American. Place the Macaroni in a casserole, top with buttered bread crumbs, as we have, and bake in hot oven for about 20 minutes. The cheese sauce is *irresistible*!



Si, Signora — Italian-style! See how many people ask for the recipe when you serve our Italian-style Spaghetti Sauce with Meat! (Note bright new yellow label, please.) It has lots of *meat* and 13 other homey ingredients.



Gravy when you haven't any! Yes ma'am, Franco-American Beef Gravy. Rich, smooth, brown Gravy—always ready to serve. Low in calories, too. Use it in recipes, or just heat and ladle on. Better keep several cans on hand!

ILLUSTRATION BELOW SHOWS CONTENTS OF TWO CANS



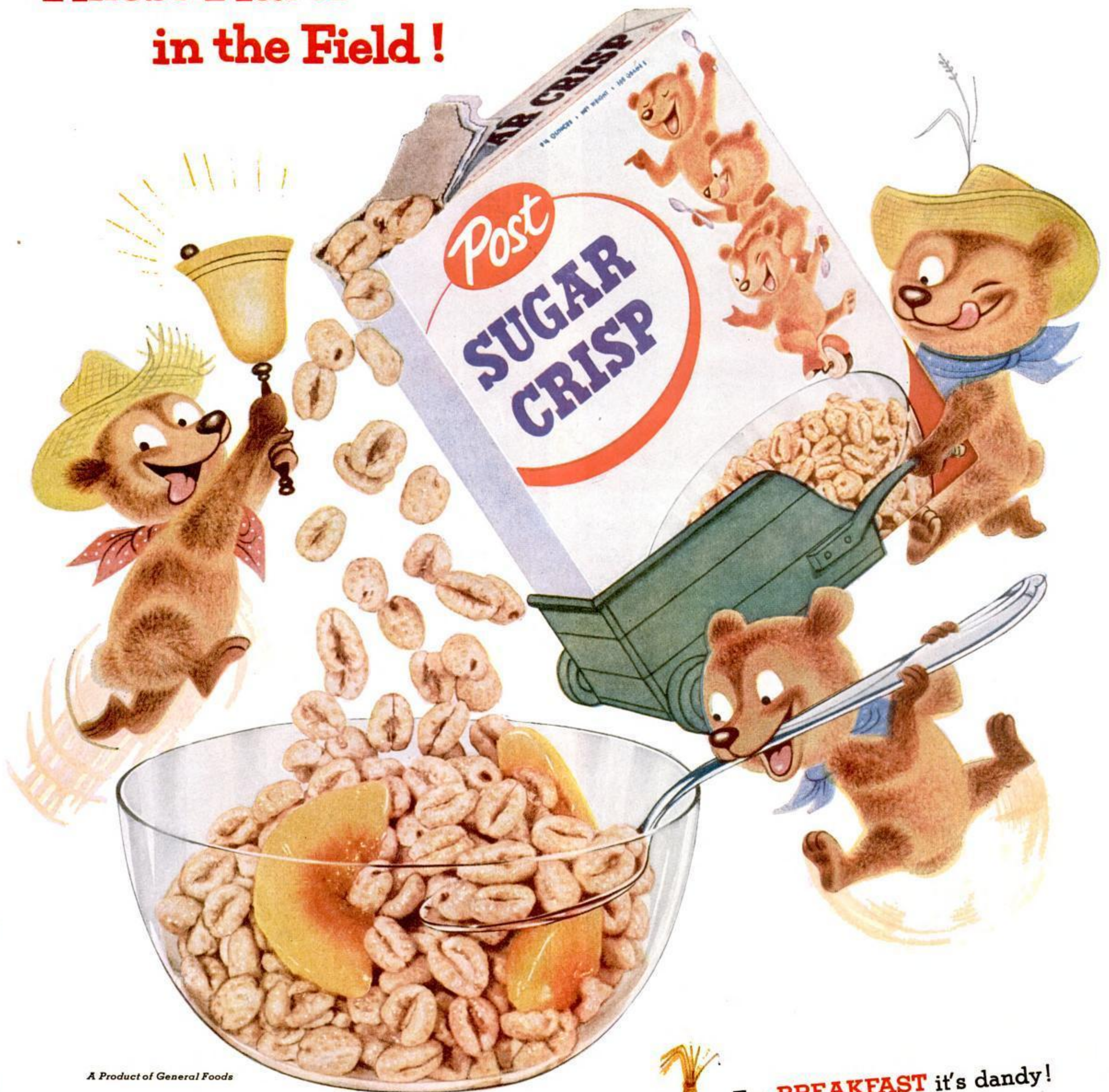
NEW! Another *different* meal by Franco-American! Tender, beefy little meatballs in a tantalizing new tomato sauce with new fine-strand spaghetti! This is hearty eating, a cinch to fix!

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS



NEW! There's news *inside* this Franco-American can, also. At last, a *meatless* spaghetti sauce with real Italian flavor! Made with mushrooms—plump, tender mushrooms, in a rich tomato sauce.

Finest Flavor in the Field!



A Product of General Foods

For the mostest of the bestest—get yourself some Sugar Crisp, happiest-eating cereal ever harvested! It's ripe wholesome wheat, puffed light as a bubble, then energy-coated with honey and sugar. Sun up, sun down, any time, you'll love Sugar Crisp...by the bowl or by the handful!

For **GOODNESS** SAKE—Get **POST** SUGAR CRISP!

For **BREAKFAST** it's dandy!

For **SNACKS** it's so handy...

or eat it like **CANDY**!

A LOOK AT THE WORLD'S WEEK



A TYPHOON'S TOLL IN SURIBACHI'S SHADOW

A typhoon which outblew the fiercest of this year's Atlantic hurricanes crossed the Pacific last week, striking Iwo Jima with winds up to 172 mph. The storm destroyed the warehouses on the U.S. base below Mt. Suribachi (*above*). It left the island "90% leveled" but miraculously caused

only minor injuries to servicemen. Moving northwest across the Pacific the typhoon overran and sank fleeing fishing vessels in its path. At week's end it struck Kyushu, Japan's southern island, left 3,260 homeless and turned what would have been a record rice crop into an almost total loss.



'YOU HAVE CRIED ENOUGH TEARS FOR ME'

Standing atop a sound truck in New York's Harlem, Mrs. Mamie Bradley waved to the crowd of 15,000 which had gathered to protest the acquittal of the two Mississippians accused of murdering her 14-year-old son, Emmett Till (*LIFE*, Oct. 3). As speakers proposed stronger anti-lynch

legislation and called on the government to combat a "reign of terror" in the South, Mrs. Bradley described the trial, which she had attended, as "a shame before God and man." Then to the emotionally aroused crowd she added, "You have cried enough tears for me. I have none left."



SNIT OVER A SLIT

Scheduled to appear on the BBC show "Pocket Edition," Canadian singer Patti Lewis dressed up in tights and an overslit skirt. But BBC censors went into a snit over the slit, ordered a seamstress to sew it up and announced the costume had been "altered by mutual consent."

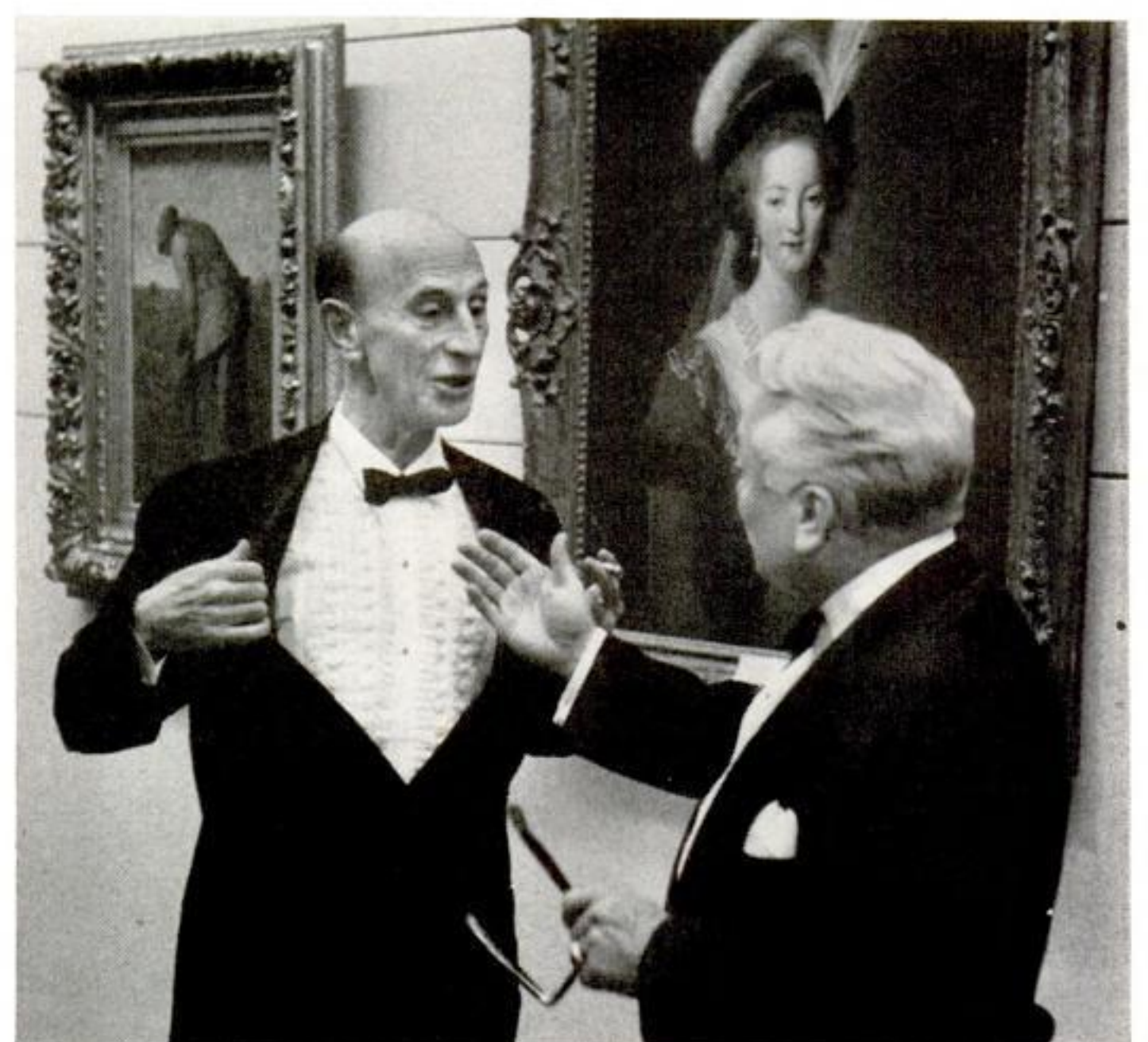
GREAT GOLFER CHOKING UP

In Atlanta Bobby Jones gathered with friends on the 25th anniversary of his grand slam. Reading a letter written a few days before, he began, "Nobody would be more delighted than I to be in Atlanta. . . ." then broke down. The letter was signed Dwight D. Eisenhower.



A PARDONED NAZI

In Berlin former Admiral Erich Raeder, sentenced to life for "planning and waging aggressive war," was released "because of his . . . age" of 79. Leaving a hospital with his wife after a checkup (*above*), Raeder, asked if he would enter politics, replied, "That is the very last thing I need."



SHOW-STOPPING SHIRT

At the opening of Atlanta's new art museum, socialites admired an exhibition of French painting. But the biggest exhibit was a custom-made ruffled shirt (*LIFE*, Aug. 1) worn by Businessman Marshall Foster, which caused so much comment a local tailor ordered 100 of them for sale.

CONTINUED

Wherever you look...there's Emerson

...and here, for example, because the lady likes to take the larger view, is the new 1956 Emerson TV Model 1156. The big 24-inch picture is so clear, so sharp, so lifelike, that Madam isn't always sure whether she's watching TV or TV is watching her. That's because Emerson's exclusive Dyna-Power chassis makes every channel picture-perfect even if the station is way down yonder. Trouble-free, it costs less

than *half* as much to operate...parts last up to *ten* times longer. Choice of mahogany or blonde finish, a mere \$224.

Madam's Emerson Clock Radio, Model 824, wakes her each morning with a song...or the news...and goes about its job of turning itself or appliances on at pre-set times. In seven lovely colors, \$24. *And wherever you look...look for Emerson TV, radios, phonographs, air conditioners.*



Emerson



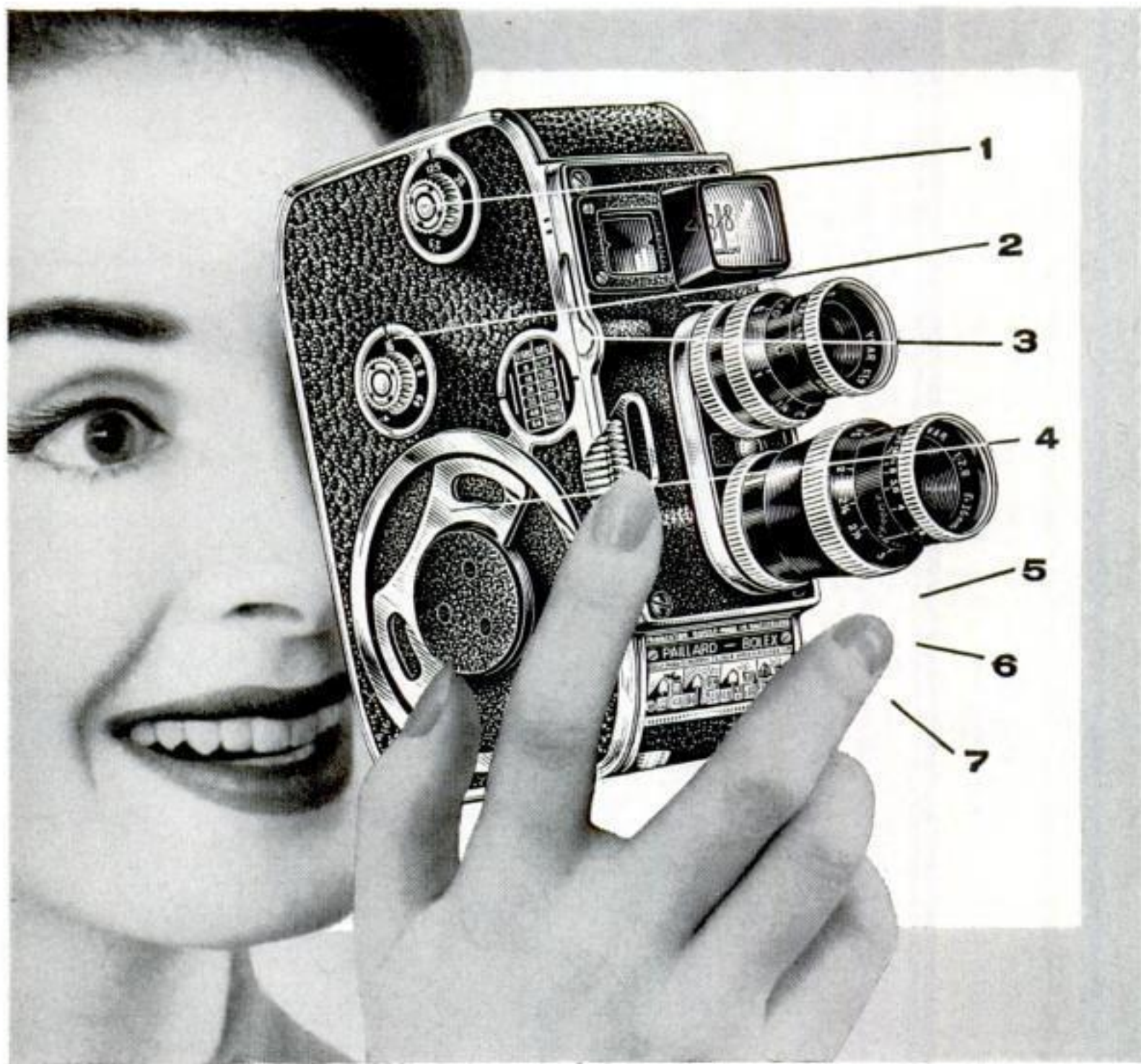
Over 16,000,000 satisfied owners

* Reg. U. S. Pat. Off. Emerson Radio & Phonograph Corp., Jersey City, N. J.

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BOLEX OFFERS 7 Secrets of professional-looking 8 mm movies

1. Zoom Viewfinder
Optical viewfinder adjusts for various lenses. You see exactly how scenes will look — no masks, no lines.



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Take slow motion — or speed up action. Now shoot at ... 8 ... 12 ... 16 ... 24 ... 32 ... 48 ... 64 frames per second.



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Adjusts to single shots in 6 seconds. Fine for titles, animation, special effects, scientific work, stop-action.



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Easy winding with back-and-forth motion like a fine Swiss watch. You get 3 to 4 average scenes per winding.



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Special device stops motor instantly on run-down — no slow-down to ruin footage, spoil once-in-a-lifetime scenes.



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Drop-in spool loading is jam-proof, fumble-free. Saves up to 20% in film costs over magazine cameras.



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The finest home movies a camera can give you — backed by 140 years of Swiss craftsmanship. See them at your Bolex Franchised Dealer's store.



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C-8 F:2.5 ff LENS	B-8 F:2.5 ff LENS	H-8 F:1.9 LENS	M-8 projector with case	Pan-Cinor-36 8 mm zooming lens
\$89.95	\$119.50	\$259.50	\$169.50	Lens only: \$219.50

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Fine Swiss mechanisms since 1814 B-182



RILED FRENCHMEN LEAVING THE U.N.

French Foreign Minister Antoine Pinay grimly led his delegation from the U.N. General Assembly after failing to block debate on nationalist demands for independence in Algeria. France, supported by the U.S., considers the Algerian crisis a domestic problem. Next day Premier Edgar Faure recalled the delegation to Paris, then met with his cabinet to consider the question of France's future participation in the U.N.



RELUCTANT SULTAN WITHOUT A THRONE

The French trouble in the U.N. (top of page) was compounded in Morocco. There Moulay Araf, the French puppet sultan, had to be exiled. Unpopular with the Moroccans, his presence on the throne contributed to the bloody riots in August (LIFE, Sept. 5). Before reluctantly leaving, Araf appointed a cousin to succeed him, thereby crossing up French plans for a more representative Moroccan government.

BENDIX announces

A NEW KIND OF WASHING POWER...

Gets clothes cleaner
without thrashing agitator blades



The new BENDIX
POWER SURGE WASHER
washes with Energized Water

What energizes it?

The Bendix-developed Energy Disc!

A hundred years away from thrashing agitator blades that beat some of your clothes to death, while others barely get their faces washed.

Here's a washer that would satisfy a coal miner's wife with its thoroughness. Yet handles your fragile frillies as though it sympathized with you for paying so much for them.

Energized water surges and bubbles through every stitch of your clothes.

It even looks through the pockets of shirts. And we invite you to feel how it searches through the fingers of gloves!

This is honestly an astonishing washer.

Astonishing even in the way it's built. There are only three moving parts. No gears to wear out . . . no transmission to get out of order.

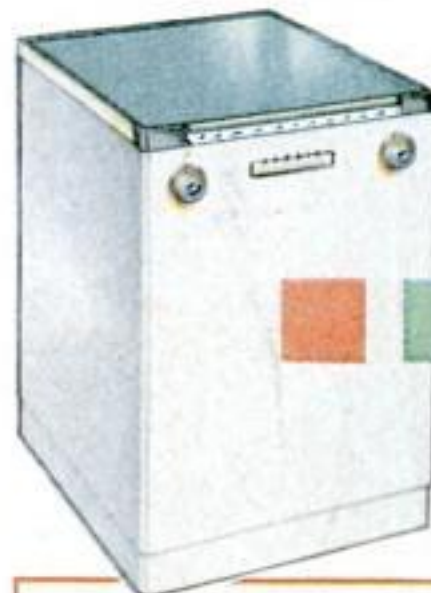
There are extra years of trouble-free service built right into this Bendix Power-Surge Washer.

**You can feel it surging the soil
right out of the glove on your hand**

Go ahead . . . put your hand in . . . glove and all! The Bendix Energy Disc sets the water a-tingle, gives it a washing power that water has never had before.

Feel those bubbling bursts of energy? You're now *feeling* a washer washing clean. It's Bendix Power-Surge washing—as safe for your clothes as it is for your fingers.

GENUINE FORMICA WORK-TOP . . . AND
ONLY BENDIX HAS IT!



When it's not washing (and even when it is!), the Bendix Power-Surge gives you 25 inches of extra counter space.

Carefree, hard-working counter space of genuine Formica! Resists chipping, peeling, cracking, staining. Yours in seven decorator colors.

\$100,000.00 BENDIX CONTEST

NAME THE WASHING ACTION. WIN \$10,000.00 CASH FIRST PRIZE
360 Power-Surge Washers as additional prizes

Come in—see the unusual way the new Power-Surge Washer washes. Then name the action. Nothing to buy—easy to enter—hundreds of opportunities to win! Get blanks at your Bendix dealer now. Entries will be judged on the basis of originality, uniqueness and suitability by independent judges. Contest closes November 23rd, 1955.

CROSLY AND BENDIX* These two great names are joined. Now the creative engineering that Crosley brings to America's air craft and electronic development is yours in every Crosley & Bendix home appliance. There could be no higher standard of quality.

BENDIX

In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario

POWER-SURGE **AUTOMATIC** WASHER



RESISTS DIRT! Dirt simply cannot get a grip on the super-smooth surface of Gold Seal VinylFlor. Practically everything... from grease and jam to fingerpaints and crayons...wipes away in a jiffy. Choose from 21 patterns.



RESISTS STAINS! Nothing you're apt to use in your home can mar the beauty of Gold Seal VinylTile. Grease, bleaches, even lye can't harm it. Easy to install. Create designs from 32 patterns.



RESISTS MOISTURE! Even in below-ground-level installations Gold Seal Vinylbest Tile gives you the extra features of Vinyl Inlaid—beauty, long wear, easy cleaning, and comfort underfoot. Also heavy-duty for business areas. 26 patterns.



"CLATTER-PROOF" COUNTERS, TOO! Unlike hard, clattery tops, Gold Seal VinylTop is delightfully quiet. And it's so flexible, one seamless piece can form counter and splash-board. Colors coordinated to VinylFlor and VinylTile. 17 patterns.



Here's a personalized design that can be yours in Gold Seal VinylFlor. (Charcoal & Pink No. 2024 and Cloud Pink No. 2021)

NO OTHER FLOORS so beautiful yet so easy to keep clean as

GOLD SEAL VINYL INLAIDS

The decoration in Gold Seal Vinyl goes clear through to the backing. It gives you clarity and brilliance of color never before thought possible... beauty you probably never thought you'd see in a floor so practical, so easy to care for.

Aren't you just a little surprised to learn that you can own this floor for only about 35 cents a square foot—plus installation? And you'll never spend your money more wisely. Gold Seal Vinyl Inlaid is made by America's largest producer of vinyl floors. Every square foot is covered by the

famous Gold Seal guarantee of satisfaction or your money back.

There's a Gold Seal Vinyl for every room in the house. See your Gold Seal dealer soon. He's listed under "Linoleum" or "Floors" in your classified phone book.

Only \$5 a month

Now you can buy the finest for as little as \$5 a month with up to 36 months to pay! Ask your dealer about the exclusive ABC Credit Plan for Gold Seal Floors and Walls.

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Congoleum-Nairn Inc., Kearny, N. J., Copr. 1955



FIRST PUBLIC KISS by newlyweds was staged for photographers shortly after vows were exchanged. A county judge officiated at the civil ceremony.



SMILING AT FATHER-IN-LAW, Joseph Fisher, Debbie stands happily as the wedding guests offer their congratulations to the happy young couple.



EATING VALIANTLY, Debbie poses with a piece of the elaborate six-layer wedding cake which Eddie, the nervous bridegroom, had a hard time cutting.

CONTINUED

Great new tube gives amazing Picture Snap to your present TV set!



Insist on a factory-fresh **RCA**
Silverama
SUPER-ALUMINIZED PICTURE TUBE

See Martha Raye on NBC Television

A VASTLY SUPERIOR REPLACEMENT TUBE FOR ALMOST ANY MAKE OR MODEL OF TV!

Now RCA offers the finest picture tube ever made to replace the worn out tube in your present set. It's the new RCA SILVERAMA with built-in "Picture Snap"—and that means alive, vital, real TV images.

The new RCA SILVERAMA is Super-Aluminized by RCA's exclusive "advanced technique". That's why it delivers super-bright, super-clear, super-sharp pictures. Your neighborhood TV serviceman has the RCA SILVERAMA tube that's right for your TV set—no matter what make you now own. Each tube is warranted for a full year. Start enjoying TV all over again, with a new RCA SILVERAMA picture tube!



CALL YOUR TV SERVICEMAN NOW FOR INSTALLATION

Your neighborhood TV technician stands by to serve you. He knows that RCA replacement tubes and parts are engineered for finest performance, are always factory-fresh!

RCA Picture Tubes
RADIO CORPORATION OF AMERICA
TUBE DIVISION HARRISON, N.J.





TOUCH... SPRAY... SAFE... ALL DAY!



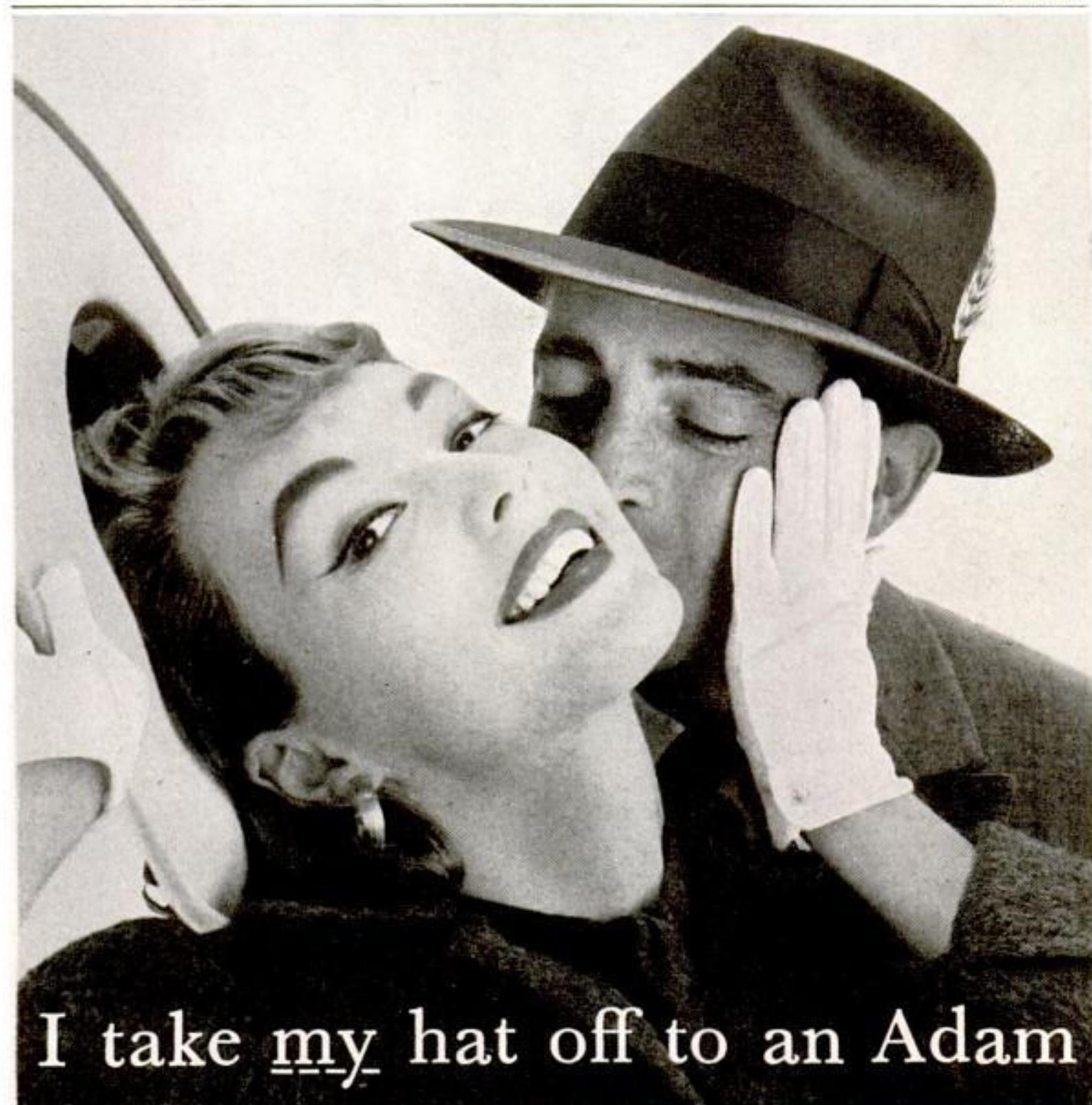
NEW
Courtley
AEROSOL DEODORANT

**THE ONLY MEN'S DEODORANT
THAT DRIES ON CONTACT!
NO DRIP...NO DRIBBLE!**

Sure protection against both odor and perspiration...
and most convenient to apply. No chilling
discomfort. No waiting to dress. No messy
fingertips to wash. Nothing like it ever before!

..... ONLY **\$1.10** plus Fed. Tax

ANOTHER COURTLEY PRODUCT FOR GENTLEMEN



I take my hat off to an Adam

When you're the man in an Adam, admiring glances just naturally come your way. The masculine style, the easy, pressureless fit, *do* things for you. You'll agree, — *you never had it so smart*. And, remember — you can pay twice as much for a hat, but you can't tell it from Adam.

Most styles, \$7.50. Statesman group, \$10. (Others from \$5.)

Adam The first name in hats

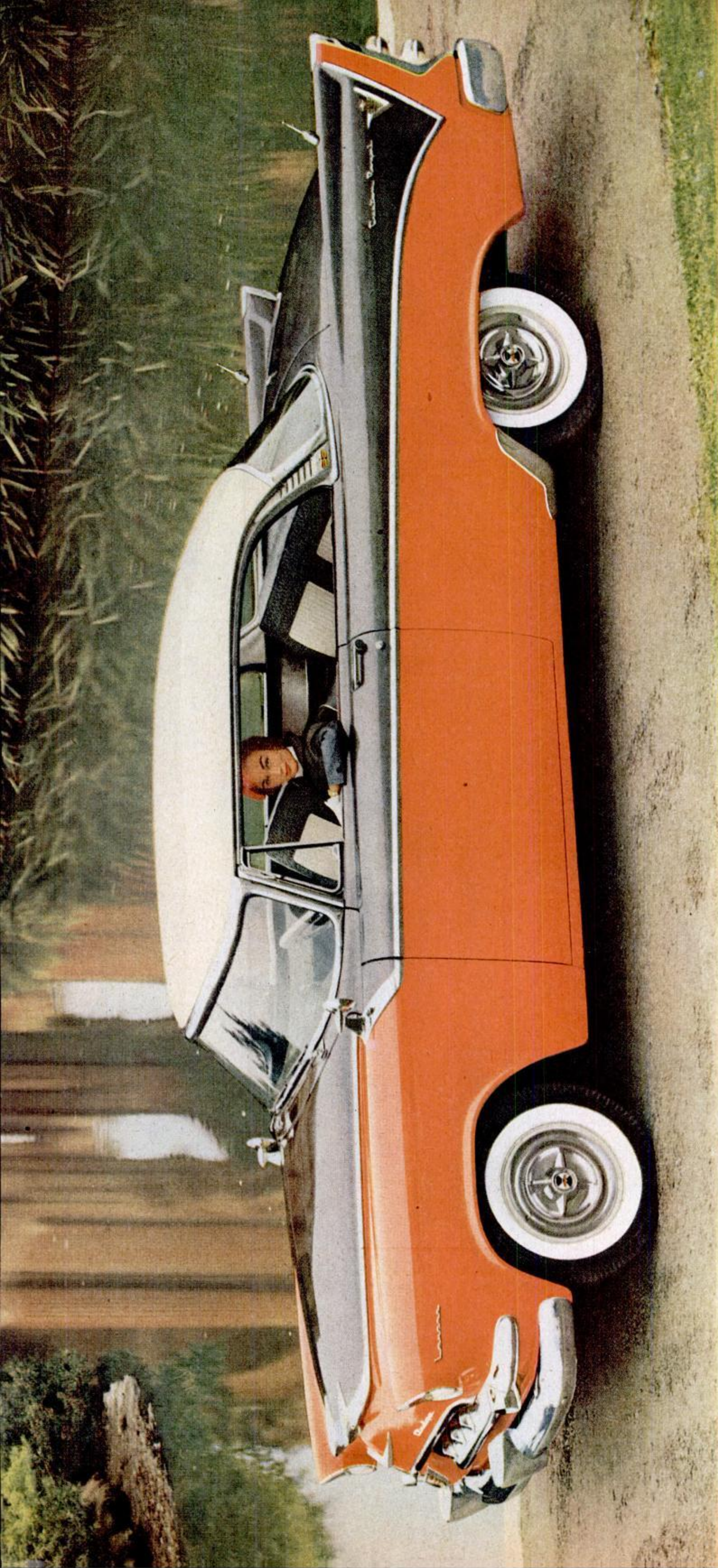
Debbie and Eddie CONTINUED



SINGING DUET, *A Man Chases a Girl Until She Catches Him*, the pair entertains bottlers at Washington convention on first day of married life.



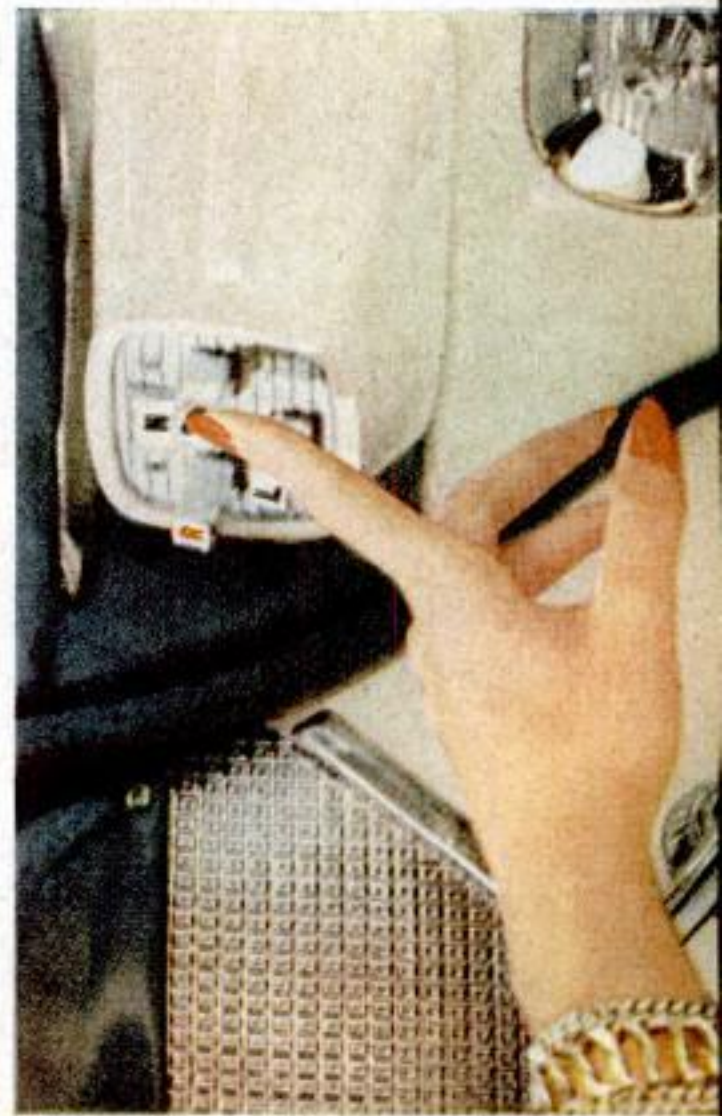
CHEERING BOTH TEAMS, Eddie and Debbie watch Series opener at Yankee Stadium. They had to leave before game was over to rehearse his TV show.



New '56 Dodge Custom Royal Lancer with Magic Touch Control.

BORN OF SUCCESS TO CHALLENGE THE FUTURE !

Presenting: New Push-Button Driving! New Trend-Setting Style! New Break-Away Power!



The day of push-button driving is here! And it comes to you in a new '56 Dodge so dramatically beautiful, so daringly advanced in style and power, so reasonably priced, that no other car can match its value.

This is the Dodge of destiny—born of success, born for success.

It brings you the feel of success in its revolutionary Magic Touch Push-Button Control. You "tune in" the range of PowerLite automatic driving with a touch of your finger.

It brings you the look of success in the sweeping distinction of new Forward-Flair styling: Proud; graceful, refined.

It brings you the power of success—surging break-away power from a new 230 h.p. Super-Powered Super Red Ram V-8 engine, sparked by Twin-Lightning 12-volt electrical system.

Your Dodge Dealer invites you to share the rewards of the great Dodge advance. See the '56 Dodge today!

New '56

DODGE

VALUE LEADER OF THE FORWARD LOOK

It's Pancake and



Now, you can have Pillsbury
Buttermilk Buckwheats, too.



BUTTERMILK now right in

Pillsbury Pancake Mix

Copyrighted material

Syrup Time—

*Good! Morning,
Noon or
Night!*



Vermont Maid

the syrup
with the real

maple sugar flavor



It's so smart to buy carpeting the Bigelow way!

Enjoy the rippling loveliness of Bigelow Corday broadloom...while you pay for it!



*Enough Corday carpeting
for 3 average-size rooms
only **\$21** a month**

There isn't any question—your home will be a lovelier, quieter place with Bigelow's Corday.[®] Its thick, resilient, ripple texture wool pile gives your floors a soft, luxurious effect.

Corday can be cut and joined *without sewing*. Edges need no binding because it's a Bigelow Lokweave.[®] What's more, Corday resists footprints and scuff marks beautifully! Yes, home means more with carpet on the floor—especially

if it's a Bigelow. Buy yours the Bigelow way—and have it in your home while paying for it!

***See a Bigelow retailer.** Ask him to arrange easy terms. You can get enough lovely Corday to cover 3 average-size rooms for only \$21.00 a month, after small down payment.

Or get room-size Corday rugs this convenient Bigelow way. Other beautiful Bigelow carpets as low as \$10.00 a month, for 3 average-size rooms.

Look for all these extras at a Bigelow retailer's!



The Bigelow Sample-Bar puts a wide variety of Bigelow colors, styles, and prices at your fingertips, makes carpet shopping a pleasure.



Expert advice. Your Bigelow retailer will help you select the "just-right" color, texture and weave for every room in your modern or traditional home.

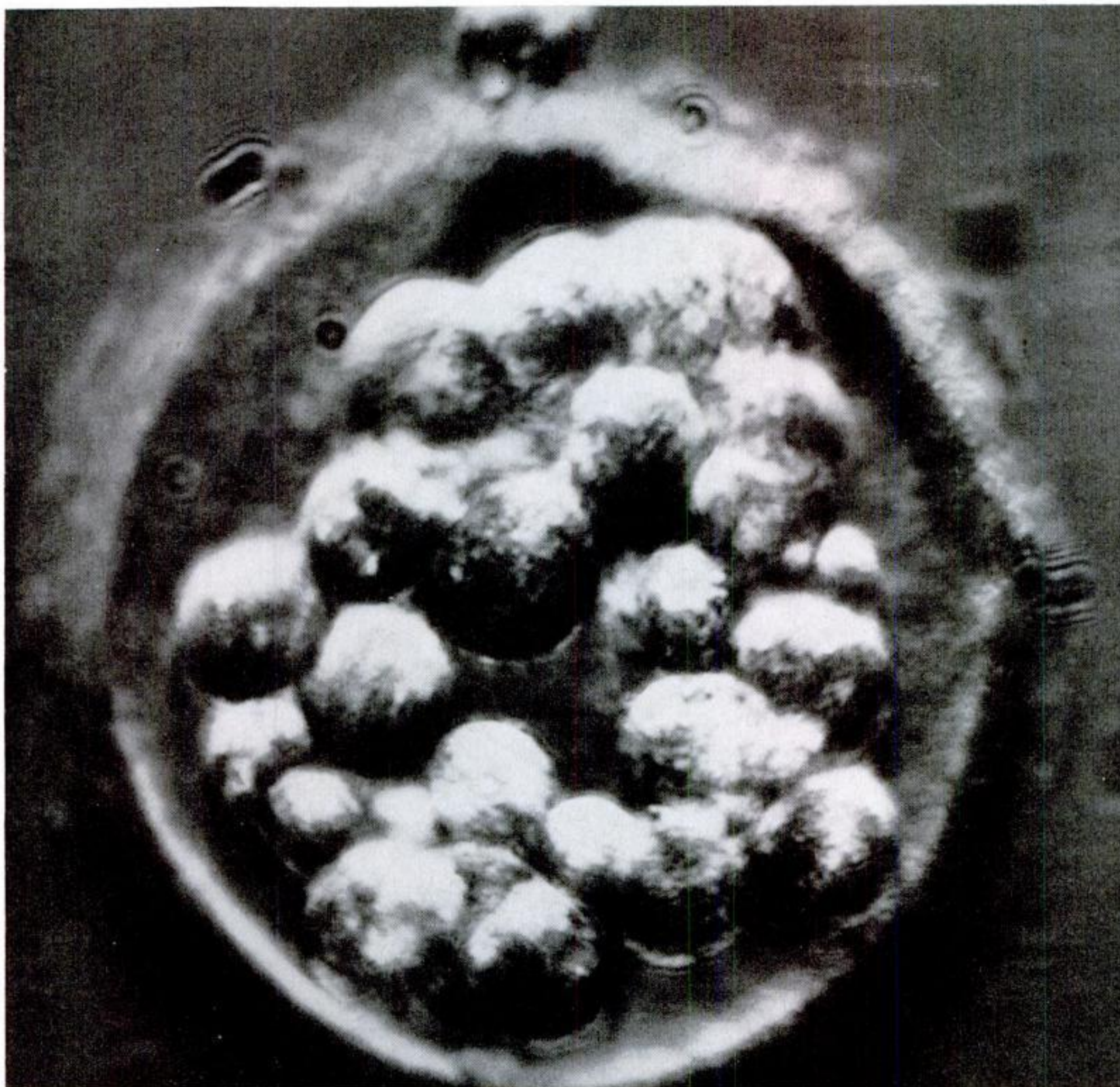


Top-notch service. Whether you buy a room-size rug or have wall-to-wall installation, your Bigelow retailer's skilled staff insures satisfaction.



Bigelow

*Number 1
name in Carpets*



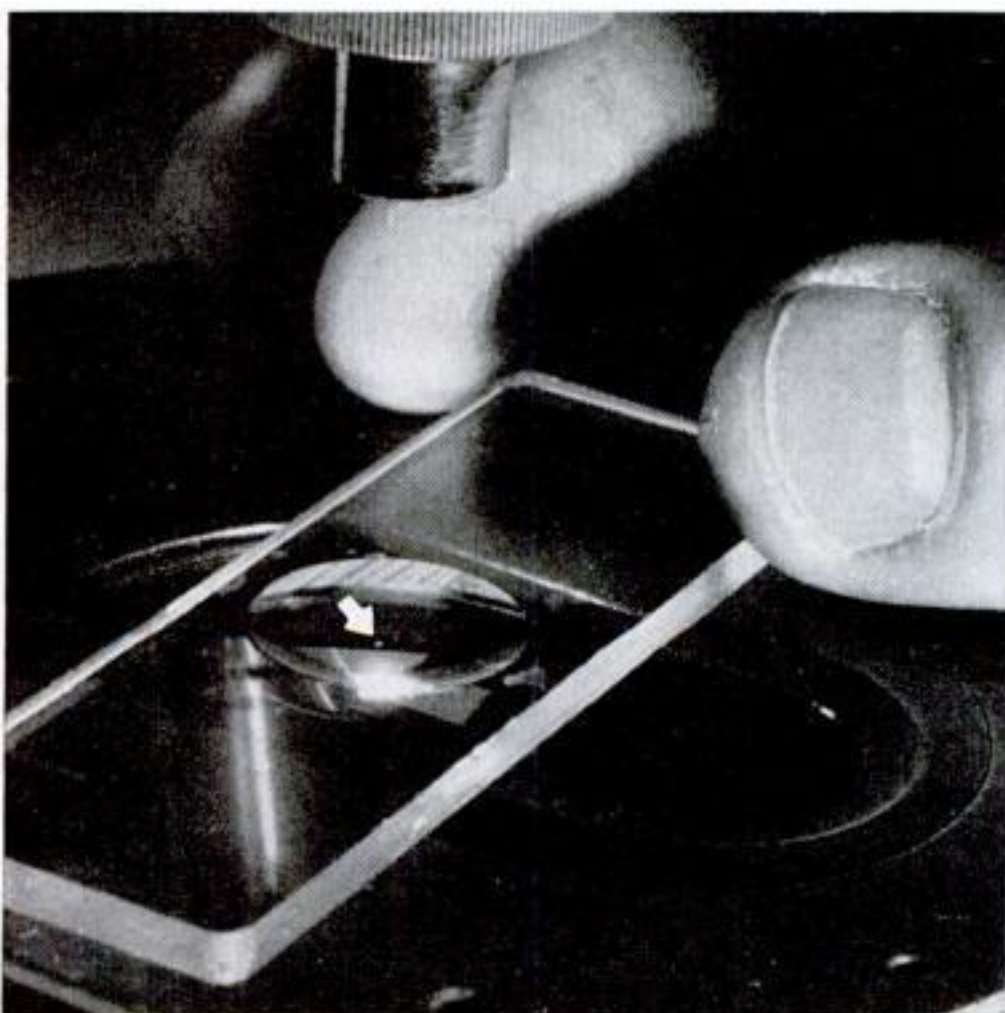
LABORATORY EMBRYO, MAGNIFIED 2,100 TIMES, HAS 32 CELLS CLUSTERING AROUND CENTRAL CAVITY (DARK AREA)

ARTIFICIAL LIFE, THREE DAYS OLD

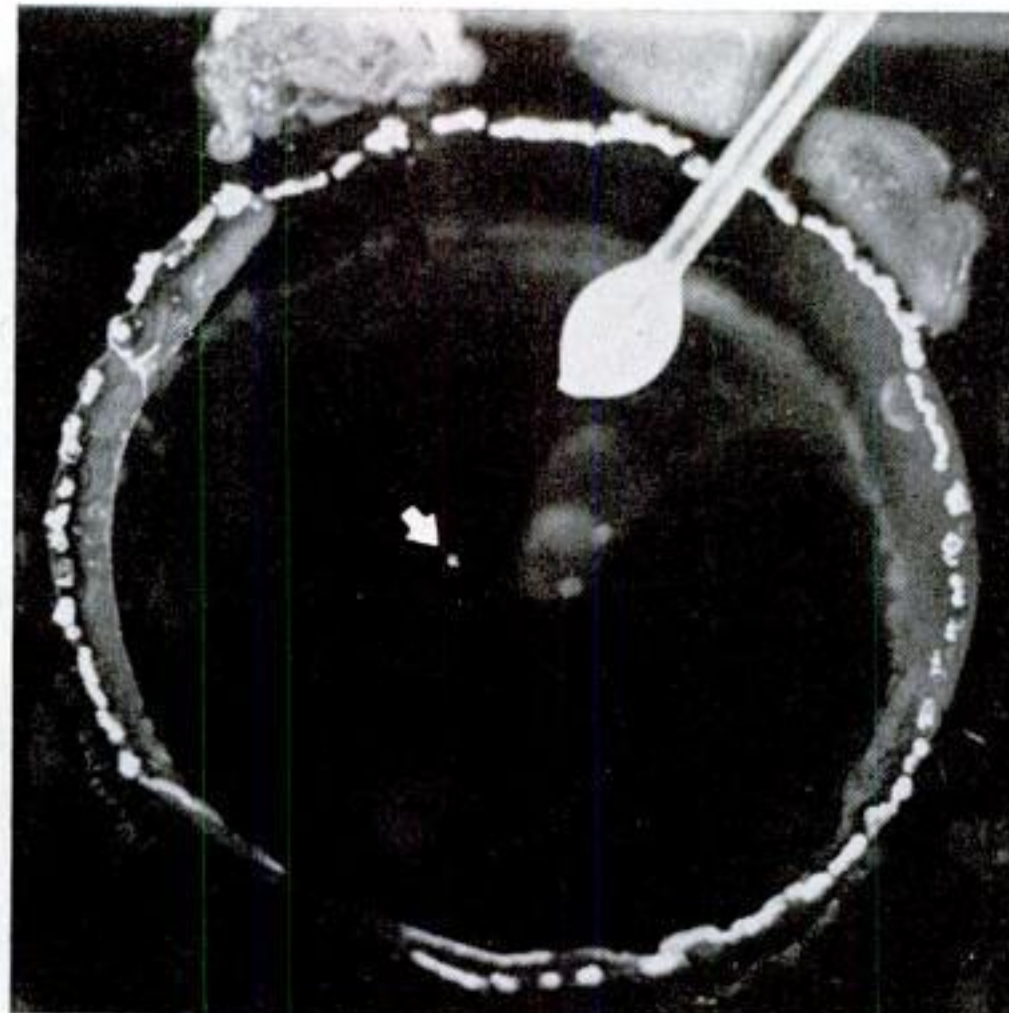
The grapelike cluster of cells above is science's nearest approach so far to a test-tube baby: a three-day-old human embryo artificially cultivated from a fertilized ovum.

They were grown by Dr. Landrum Shettles of Columbia University's College of Physicians and Surgeons, who succeeded in raising a four-celled embryo two years ago (*LIFE*, Sept. 21, 1953) and, using

ova removed from operations, has been trying to produce larger ones. By keeping it at the proper temperature and humidity in a glass dish he got his latest embryo to multiply to 32 cells before it disintegrated. Dr. Shettles, whose aim is to explore the earliest stages of human life, thinks that in future attempts he can get more than 100 cells before the nutrients in the original ovum are all used up.



LIVING OVUM, visible as a tiny speck (arrow), is examined to make sure it is intact after transfer from donor.



FERTILIZATION of ovum (arrow), here enlarged three times, is carried out by adding semen through a pipette.

My
constipation
worries
are
over!



Milk of Magnesia
gives more complete
relief

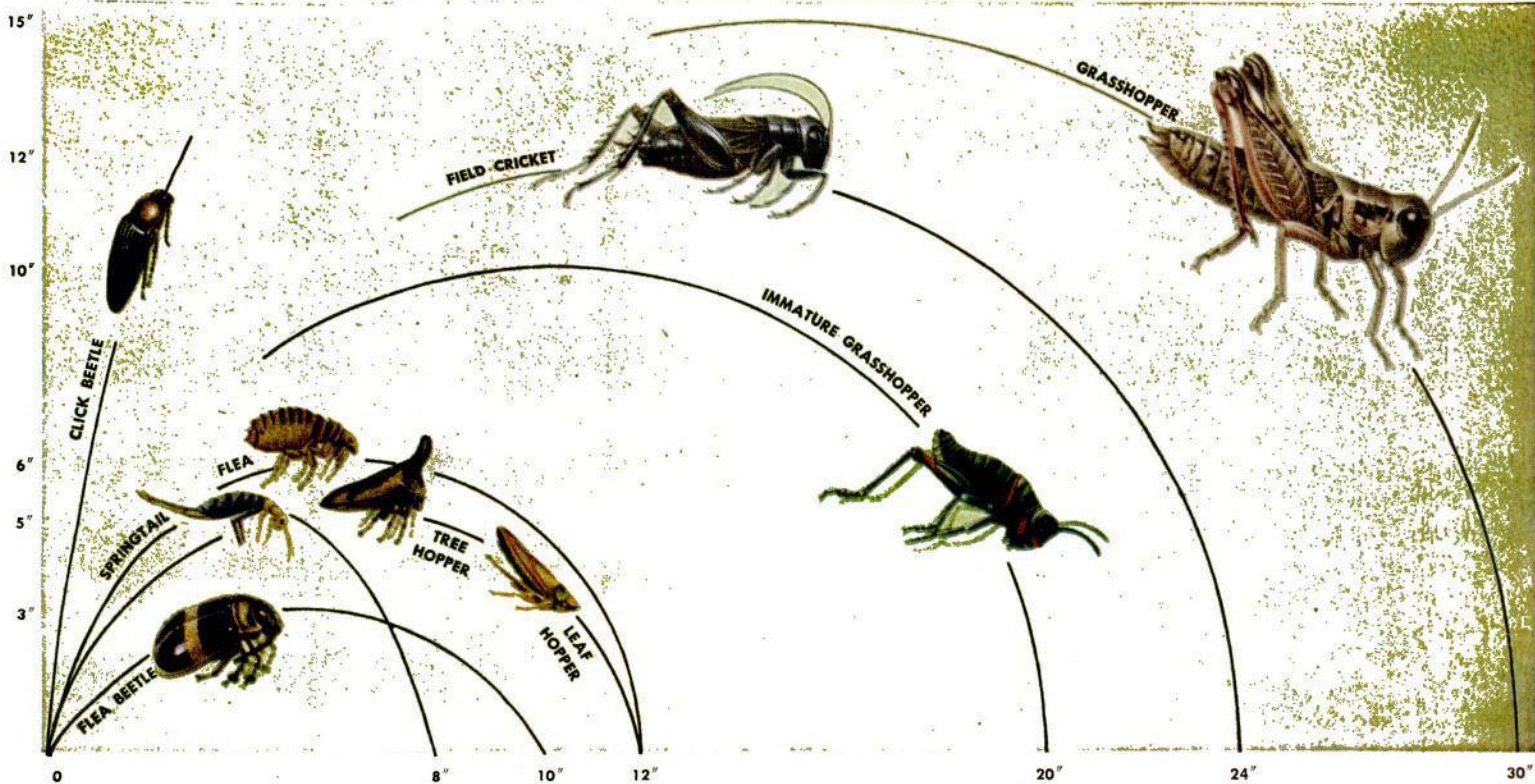
than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.

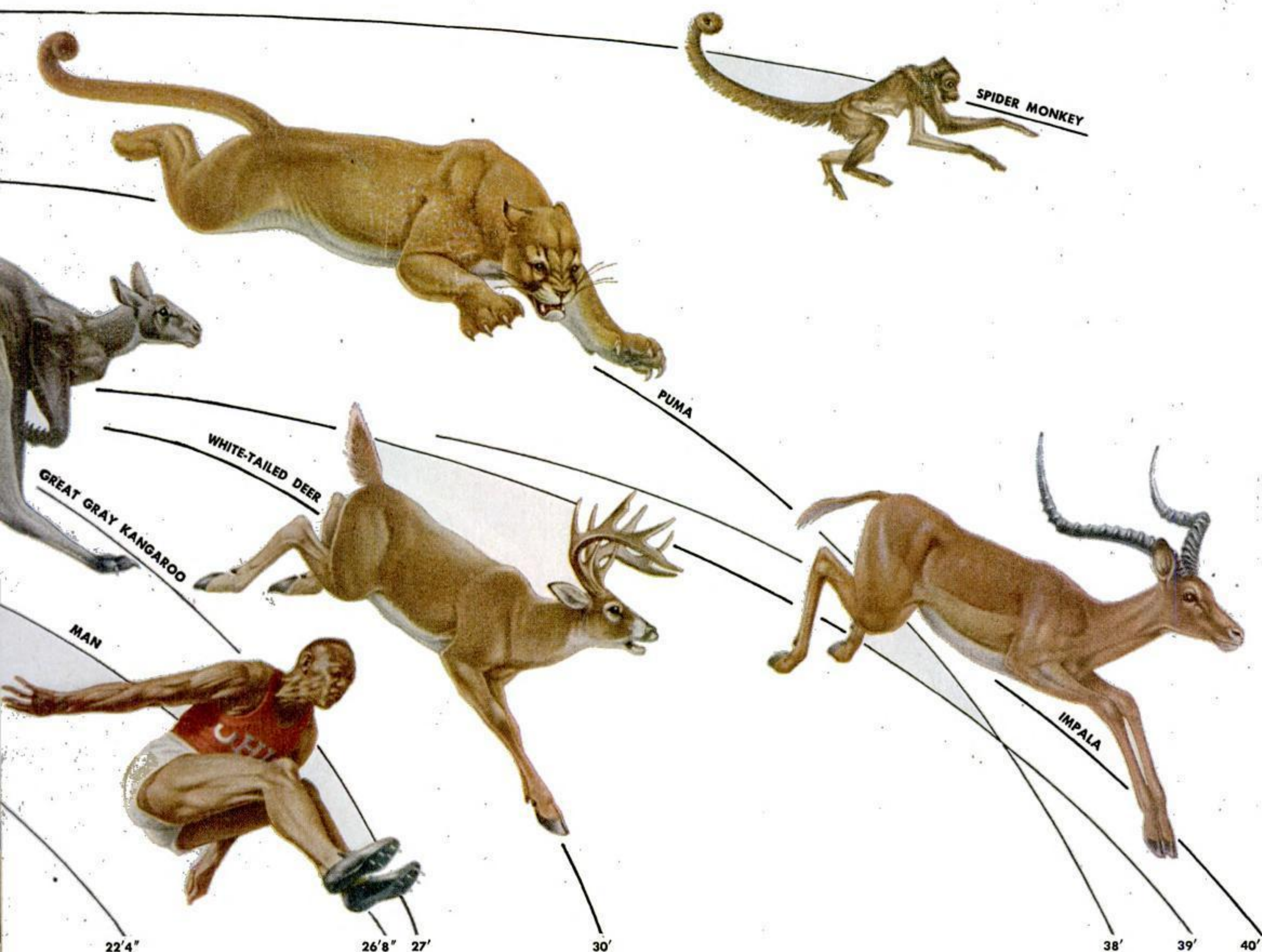
PHILLIPS'
MILK OF MAGNESIA

Liquid or Tablets

The convenient
4-OUNCE SIZE.... 28¢
The economical
12-OUNCE SIZE.... 55¢
The money-saving
26-OUNCE SIZE.... 85¢
Also available in tablet form
30 TABLETS..... 28¢







PROWESS OF ANIMALS, LEAPING AND RACING

Charts based on scientific findings measure longest jumps and top speeds

The creatures of earth have been racing and leaping for food and for their lives for many millions of years and have evolved remarkable physical machinery for locomotion in their various spheres of land, air and water. On these and the next two pages the lengths they can jump and the speeds they can reach are compared in scientifically prepared charts.

The drawings above and at left chart the jumping abilities of animals, each a champion in its own size class. The charts are marked at left with a height scale in inches and feet and across the bottom with a distance scale. The leap of each animal is marked by a curve labeled with its name, which represents both its highest and longest jumps. No distance is measured for the dolphin and salmon, which leap almost vertically out of the water. No height is measured for the spider monkey,

which leaps horizontally from limb to limb.

Good jumpers have powerfully developed hind legs. In nature, animals like the impala and the horse, the two greatest leapers, jump to evade their enemies or, like the predatory puma, to pounce on prey.

For its size, the insect is the most powerful jumper, the champion flea bounding 200 times the length of its own body. The rectangle at lower left of the animal chart shows relative size of the insect chart below it. Man, who has survived by exercising his wits instead of his muscles, is able with training to place up in the middle of the pack even though his body is not built for great agility or speed. Here man is represented by Jesse Owens, holder of the world's broad-jump record.

The race charted on the next two pages shows the speed limits (either observed or estimated)

of creatures in the three elements. The slowest are the fish, who must be heavy and muscular to speed through the dense water. The fastest runner on land is the cheetah, whose long body and doglike legs give it great speed but little staying power. The gazelle's short body and long legs give it the endurance to outrun a cheetah if not caught early in the chase. For safety, the tortoise relies on its shell which both protects it and slows it down. The men compared with racing animals on the next pages are record holders, Swimmer Dick Cleveland and Runner Mel Patton.

To become the fastest creatures under the sun, birds have evolved light skeletons with hollow bones and a hot (105°), efficient internal system. The peregrine falcon, which scientists believe can sustain nearly 100 mph on the level, has probably hit 180 mph in dives.

CONTINUED

40 MPH





HOW FAST THEY GO IN AIR, ON LAND, IN WATER

Here the speed of animals is measured and compared as they fly, run and swim. Across the top is a scale in miles per hour. Man is shown in sprints—the

100-yard dash, the 100-yard swim. The race horse is mounted because it will run faster if goaded by a rider. The animals are identified in the chart below.

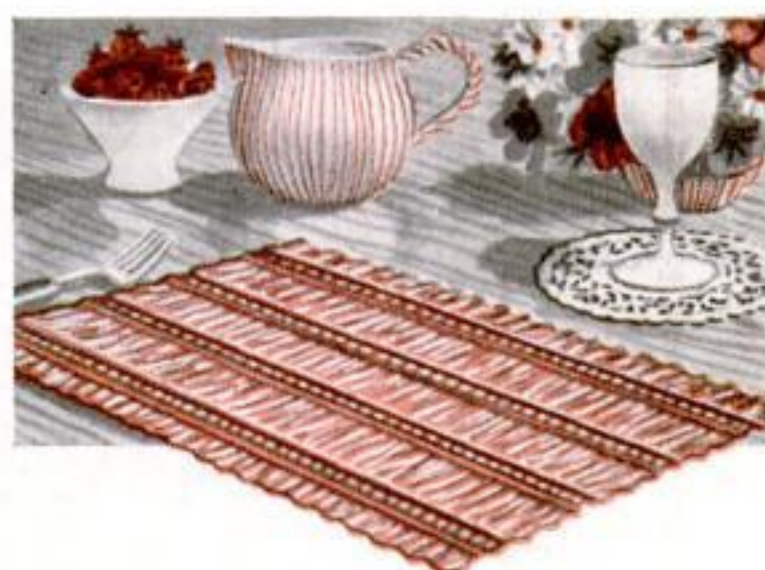
AIR									
	BEE	COMMON BAT	BROWN PELICAN	HERRING GULL	DRAGONFLY STARLING		CROW		PEREGRINE FALCON
		BLUE JAY		GREAT HORNED OWL		WILD TURKEY	CANADA GOOSE	CANVASBACK	GOLDEN EAGLE
								RUBY-THROATED HUMMINGBIRD	INDIAN SWIFT
LAND									
		AFRICAN ELEPHANT	RACING CAMEL	GIRAFFE		OSTRICH			
	TORTOISE	SHEEP	MAN	BISON	EMU	HORSE	GNU	MONGOLIAN GAZELLE	CHEETAH
	MOLE			GREYHOUND	WART HOG	HARE			
	MOUSE								
	BLACK MAMBA								
	BLACK RACER	ROADRUNNER	CAT	RED FOX					
	WEASEL								
WATER									
	BEAVER		TROUT			SAILFISH			
	POLAR BEAR		DOLPHIN						
	LOON	GENTOO PENGUIN	FLYING FISH						
	MAN	LEATHERBACK TURTLE	TARPON						
	OTTER								
	SHRIMP	EEL	FINBACK WHALE	TUNA					

For smart
place settings
at smart savings

Roylies

and

Roylprints



You're so *smart* to set your table with fresh, crisp Roylies and Roylprints. So dainty, so decorative, so smart-looking, Roylies and Roylprints add appetite appeal to *any* meal . . . charm even the choosiest guest! And you *save* as you *serve*! No more fussing with linens — no more laundering bills. Your table is bright as a new penny in seconds . . . for only about a cent a setting. Choose from a wide variety of Roylies in lace and true embroidery design . . . mate them with Roylprints, available in many gay, colorful, completely *new* patterns. Sold at Variety, Supermarket and Department Stores everywhere.

DESIGNED FOR *Royal* LIVING, EVERY DAY!

Royal Lace Paper Works, Inc., Brooklyn 1, N. Y. (A subsidiary of Eastern Corp.)

ANIMALS CONTINUED

MEASURING SPEEDS



PURSUIT BY CAR is used to clock fleetfooted animals such as the wild ass, shown at 40 mph. Fiercer animals have been timed by having them chase cars.



AIRPLANE OBSERVATION yields most bird speeds, including that of Canada goose. Cruising speed is set by flying beside bird, top speed by chasing it.



A MEASURED COURSE is used to clock animals that can be ridden, like the racing camel, or animals trained to follow a course, like the greyhound.

Two "don't forgetters"



New Kellogg's Kids move into your neighborhood

These finger-waving youngsters have a special mission in life. They're "happy reminders" or "don't forgetters." They're here to point out that everybody's always running out of Kellogg's Corn Flakes.

We hope they're giving your memory a pleasant jiggle on that point. So you'll remember that these original flakes are the ones that taste best to more people—always have, still do. And that it's always a good idea to pick up a spare package of Kellogg's Corn Flakes whenever you buy any cereal of any kind.

Kellogg's
CORN FLAKES



*Fresh from Kellogg's
of Battle Creek*

New CROSLEY lets you dial any

New Tel-A-Speed control gives you an



NO MORE "JUMPING" FROM ONE HEAT TO ANOTHER

You're no longer limited to just 5 or 7 rigid cooking heats. For now Crosley brings you the miracle of TEL-A-SPEED—the greatest advancement since automatic cooking began. You simply turn the dial and you've got "1001" different degrees of heat at your finger tips. No more inexact, guesswork heats—for you select exactly the right heat for the food you're cooking. And more! Whether you've dialed "sizzling hot" or "simmer," new continuous-coil surface units give you heat that *stays* at the same temperature until you turn the dial again!

The Electric Range

WITH BEAUTY AND BRAINS

ELECTRIC RANGE

degree of heat!



even flow of heat from simmer to sizzle
(with a choice of 1,001 "shades" in between)



Foods can't burn with new THERM-A-TOUCH unit

Here's the surface unit that remembers when you forget. Put the pan on — dial the exact cooking heat you want — and forget it. The THERM-A-TOUCH "magic finger" thermostatically keeps food cooking at exactly the heat you choose. No matter how long you leave the pan on the unit, THERM-A-TOUCH controls the heat, making sure that food will not scorch, that the pan will not burn.



You can even bake in the Automatic FRY-R-BAKE Deepwell Cooker

You can deep-fat fry to perfection in the Automatic FRY-R-BAKE Deepwell Cooker. Bake cakes, roast meats, cook soups and stews, too. Thermostatic control maintains uniform heat — accurate, unchanging temperature for every cooking need. Automatic timing, too. Turns itself on at the time you select — turns off at the end of cooking period. Lifts up to become a fourth surface unit.

CROSLEY & BENDIX

These two great names are joined. Now the creative engineering that Crosley brings to America's aircraft and electronic development is yours in every Crosley & Bendix home appliance. There could be no higher standard of quality.

Plus every feature you need for carefree cooking

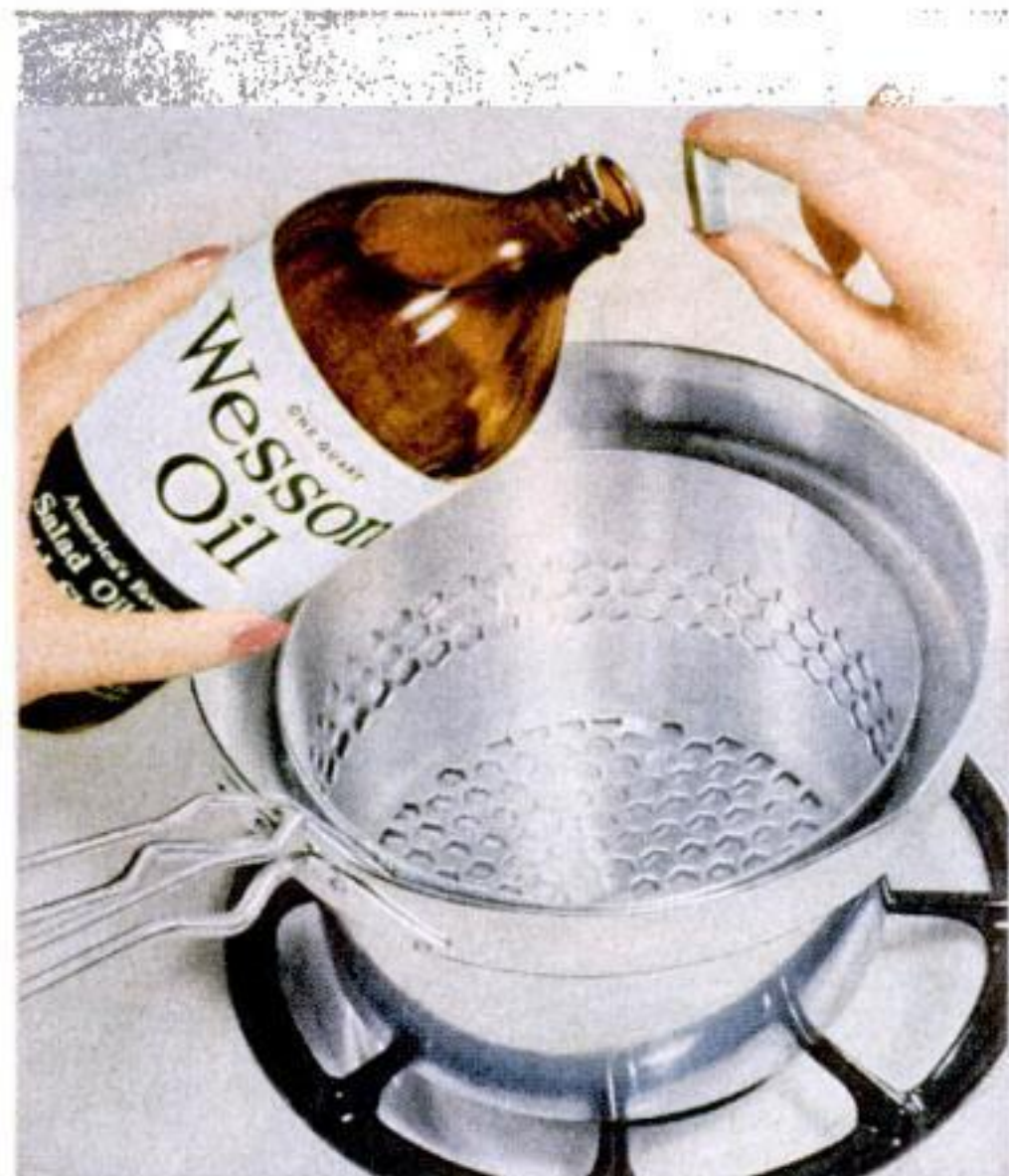
Not one, but two big "Bake-Best" Ovens, with high-speed broiling unit . . . and the king-size oven has the famous Crosley "Picture Window". Surface units are divided to give you a big, clear working space atop the range. Start cooking on this Crosley and start having fun — right away.

CROSLEY

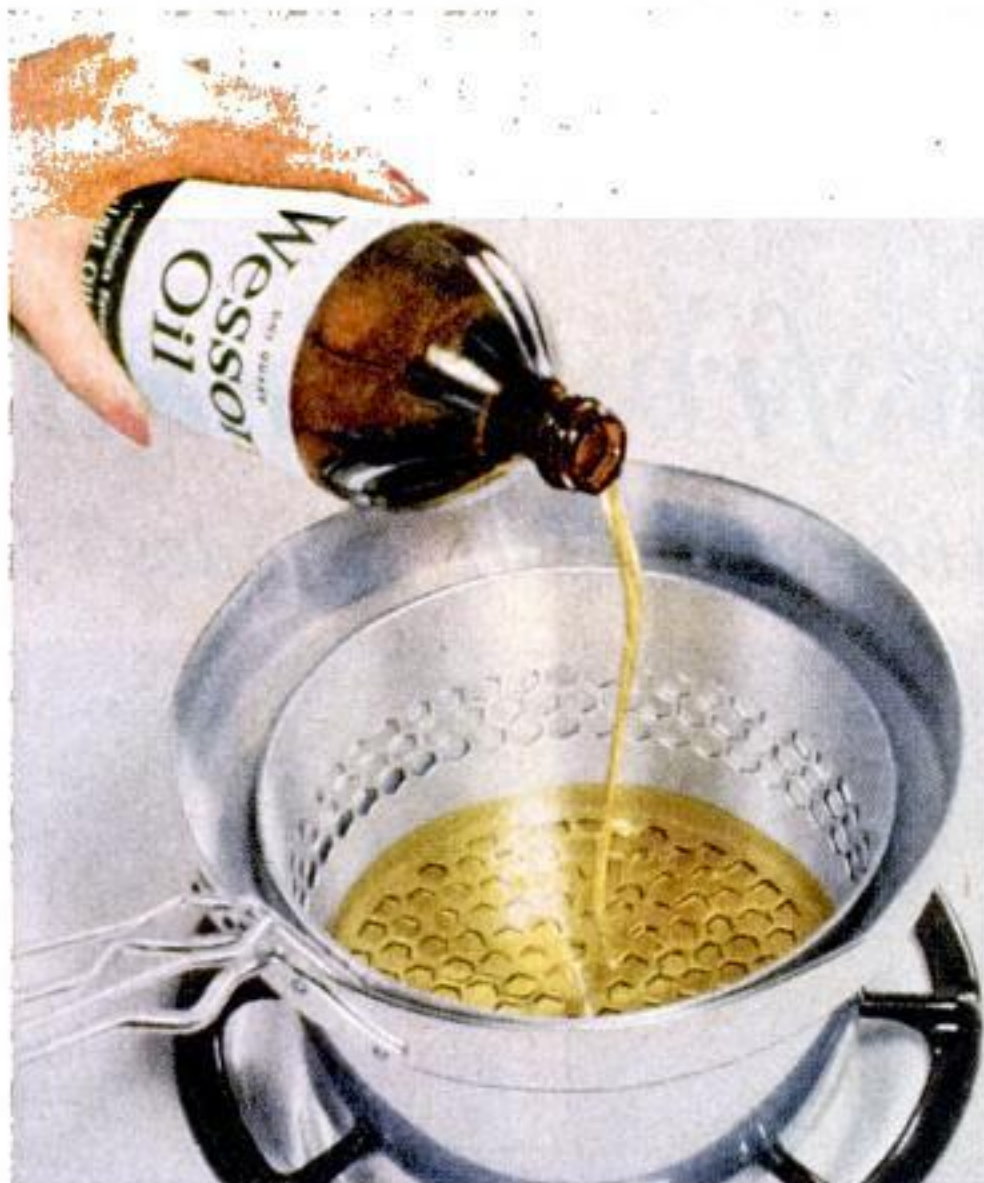
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Quick start for fried chicken:

*Just pour your shortening
—delicate Wesson Oil*



No digging out shortening. Wesson Oil is instantly ready when you are—convenient and easy to *pour* for good frying. Wesson is instant shortening with all the matchless delicacy of finest salad oil.



No waste with Wesson—it's thrifty. You fill your fryer just to the depth you need. You *see* when Wesson reaches the proper level. It's sparkling pure liquid. There's no waiting for it to melt.



Safer for digestion. Even costliest solid shortenings smoke at 380°. Wesson heats far higher without smoking or burning. So you're surer always of digestible fried foods with fresh, good taste.



Delicate salad oil makes the finest shortening—**Wesson Oil**

WHAT'S GOING ON HERE?

Turn Page →





Breakfast...Luncheon...Dinner...

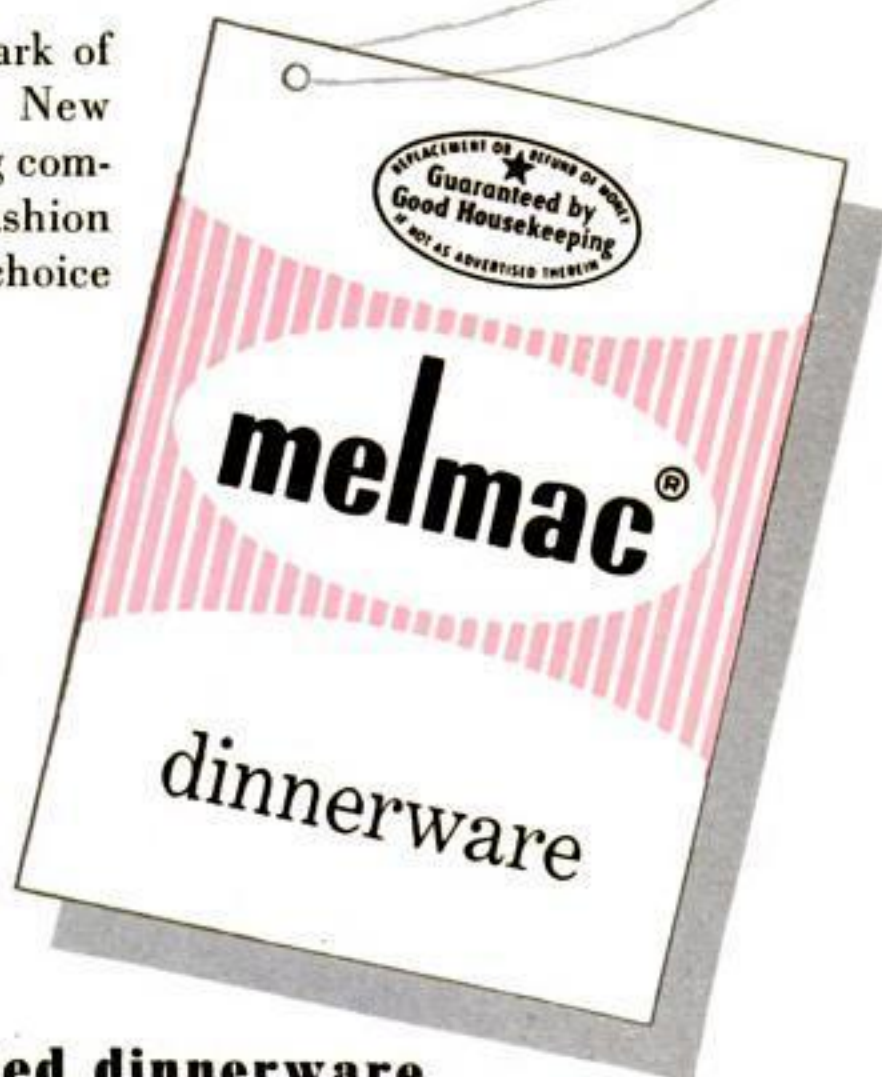
Break resistant melmac® dinnerware

is the **QUALITY** dinnerware for all occasions.

Melmac dinnerware is different, distinctive—it has everything, yes, *everything!* It's beautiful, in smart, gay colors and designs to set stunning tables and attractive buffets. And it's so durable and break resistant that manufacturers guarantee it for a full 1095-meal year against breakage.

Melmac is the registered trade-mark of American Cyanamid Company, New York 20, N. Y., supplier of molding compounds to manufacturers who fashion high quality dinnerware in a wide choice of lustrous colors and designs.

This **melmac** tag
is your assurance
of Quality molded
dinnerware!



melmac is quality molded dinnerware,
but not all molded dinnerware is **melmac**

What's Going On? CONTINUED

DOES THIS HELP?



ON PRECIPITOUS SIDE of the mysterious object workmen dangle precariously, one above the other, like mountain climbers, suspended in sling seats.

CONTINUED

**Into this new spring-driven alarm, "Clock of Tomorrow,"
have gone the most extravagant dreams of Westclox craftsmen**

No ordinary alarm clock, this Westclox is richly endowed with appealing features. Its chime alarm is joyful; it ticks ever-so-quietly. Hands and face are luminous. And an ingenious luminous signal tells when the alarm is set. The color combinations are striking: White or Black finish, with gold-color numerals and trim. Priced at \$12.50—here, truly, is a thing of beauty that can be a constant joy in your life. And what a wonderful idea for a gift! You'll want to see the "Clock of Tomorrow" *today*.



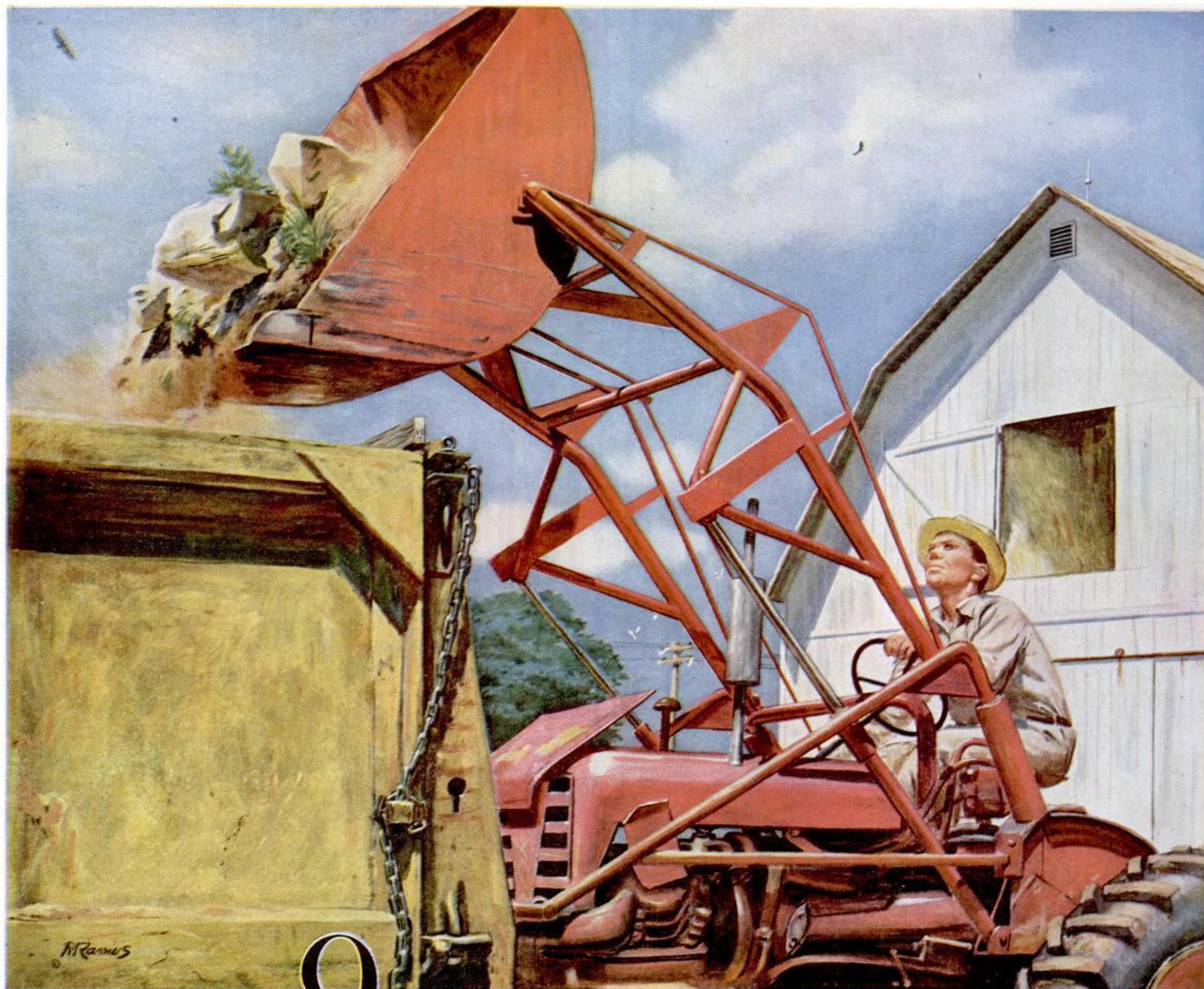
Dress from Branson . . . Chicago, Palm Beach

Spring-driven or electric **WESTCLOX*** keeps you on time
made by the makers of BIG BEN

PRODUCTS OF **GT** CORPORATION
GUILD TIME

WESTCLOX, La Salle-Peru, Illinois • In Canada: Western Clock Co., Ltd., Peterborough, Ont. • Price quoted for U.S.A. only, does not include tax and is subject to change • *Trade Mark Reg. U.S. Patent Office.

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9 horsepower lifts this load

Your car can get 5 to 10 more horsepower with New Shell X-100 Motor Oil Premium

IN YOUR EVERYDAY DRIVING, your car can get a horsepower increase that may be even greater than the power required to lift a load of rocks and dirt.

During most of the driving you do, your engine never gets a chance to fully warm up. Ordinary motor oils . . . that have to be warm to flow freely . . . can cause power-wasting engine drag. But new X-100® Motor Oil Premium flows freely from the

moment you start your engine . . . eliminating engine drag and making available 5 to 10 more horsepower.

In addition, X-100 Motor Oil Premium stops the major cause of engine wear—*Acid Action*.

Next time let your Shell Dealer drain and refill your crankcase with new X-100 Motor Oil Premium. It's the best investment you can make for your car's engine.



HERE ARE SOME CLUES



SHAPING UP under settling drapes, outline of the object begins to show through. Gas cylinders in foreground offer another clue to what is going on.

CONTINUED

fall fashion footnote

by *Holeproof*

long-wearing soft spun cotton argyles
with nylon-reinforced toe and heel

\$1.00 per pair

More than 88 Styles and Colors



Comfortable . . . color-fast . . . fascinating new, unusual designs
...classic argyle patterns...exciting, new, season-fresh colors. Wonderful
for gifts. Ask for Holeproof by Name At Your Favorite Store.

Holeproof World-Famous Men's Socks

Prices slightly higher in Canada.
® HOLEPROOF HOSIERY COMPANY, Milwaukee 1, Wisconsin • In Canada: London, Ontario • World-Famous Men's
Socks • Men's Nylon Tricot Pacer Underwear and Pajamas • Women's Proportioned Hosiery • Luxite Lingerie
and Hosiery • Little Miss Luxite Children's Underwear.

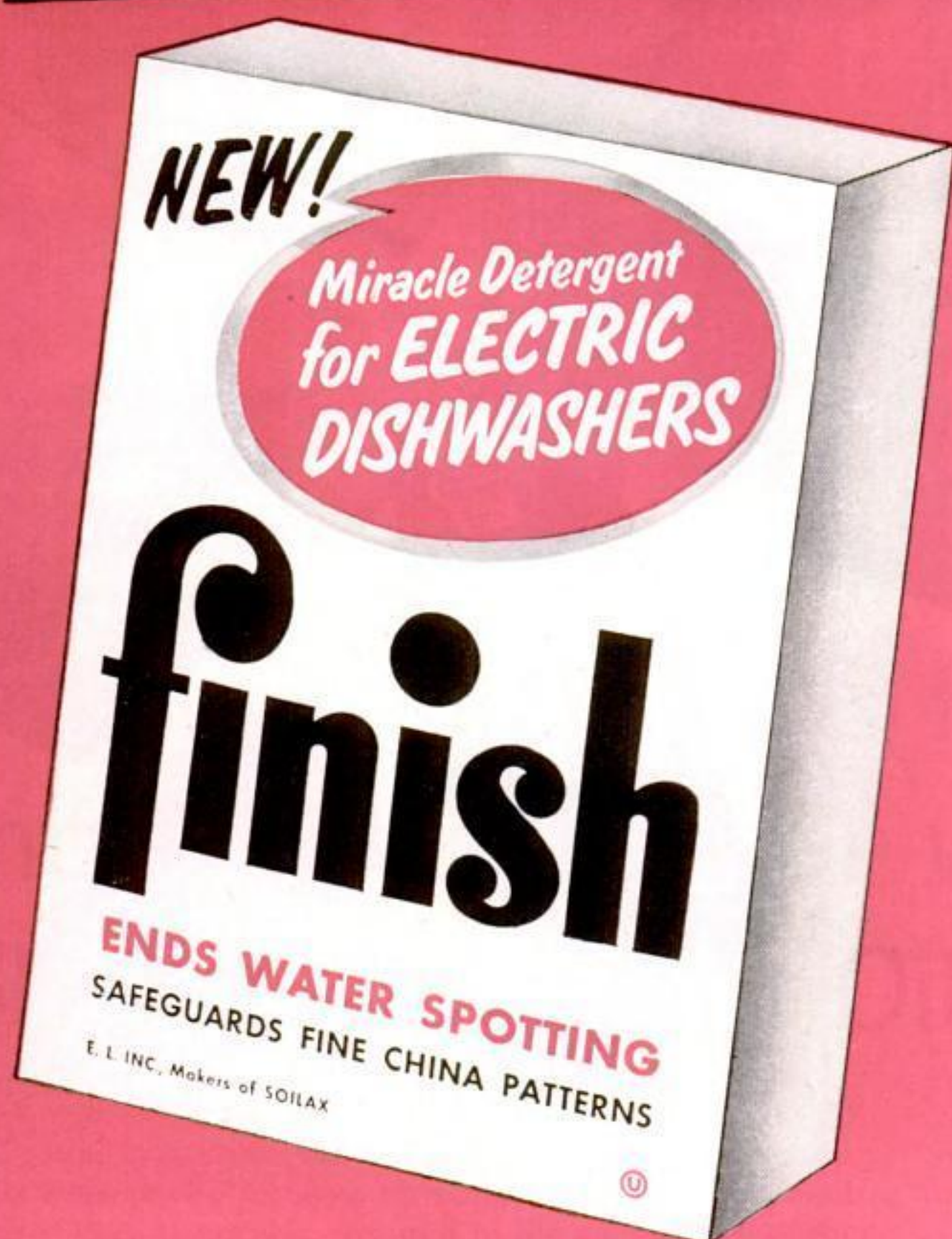
Our 83rd Year of Fashion Leadership

first really new detergent
for Electric Dishwashers

finish

ENDS WATER SPOTTING

SAFEGUARDS FINE CHINA



So wonderfully effective in making glasses sparkle, dishes gleam and silverware glisten that all leading manufacturers of dishwashers not only specify FINISH but put a package in new dishwashers at the factory. So mild that it's the only detergent recommended by leading makers of fine china. Once you try FINISH you'll never again use any other detergent in your electric dishwasher.

What's Going On? CONTINUED

A GRAIN ELEVATOR, OF COURSE

The mysterious object pictured on the preceding pages is simply a Fresno, Calif. grain elevator getting ready for a fumigation. It was wrapped in 45,000 square yards of nylon tarpaulin which swelled from heat and billowed in the wind (p. 77) as workmen dangled from a crane and climbed its sides (p. 78) to close the folds. Once safely sealed, it was filled with gas to kill the voracious khapra beetles infesting the grain. This was the largest wrapped fumigation in history.



DANGER SIGN warns the passers-by, some of whom are Mexican, that building contains methyl bromide. Though harmless to grain, gas is lethal to man as well as insects.

KHAPRA BEETLE, shown in a government circular sent to farmers, is a native of Asia that entered the U.S. in 1946, and caused grain quarantine in California last February.



UNWRAPPED ELEVATOR stands 111 feet high. It was draped from the top of its sign 35 feet higher. The nine days of wrapping and 12 days of fumigating cost \$40,000.



Social Success?

It takes only a little pull



America's favorite breath-takers...still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.

The men who take the
General Motors



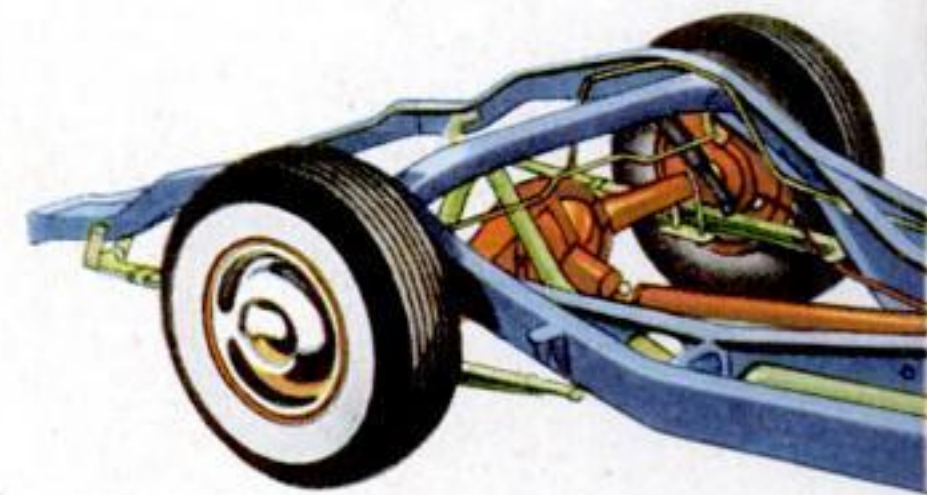
DELCO Batteries



HARRISON Radiators
HARRISON Thermostats



ROCHESTER Carburetors



CHASSIS AND ENGINE PARTS
 FOR **BUICK** • *Cadillac* • **CHEVROLET**
GMC • **OLDSMOBILE** • **PONTIAC**

You're looking at world-famous parts that have set new standards in the performance of cars, trucks, buses and tractors. They are General Motors original equipment service parts! That makes them the only parts in the world that are made with the same experience that built over 53,000,000 cars—a phenomenal manufacturing accomplishment.

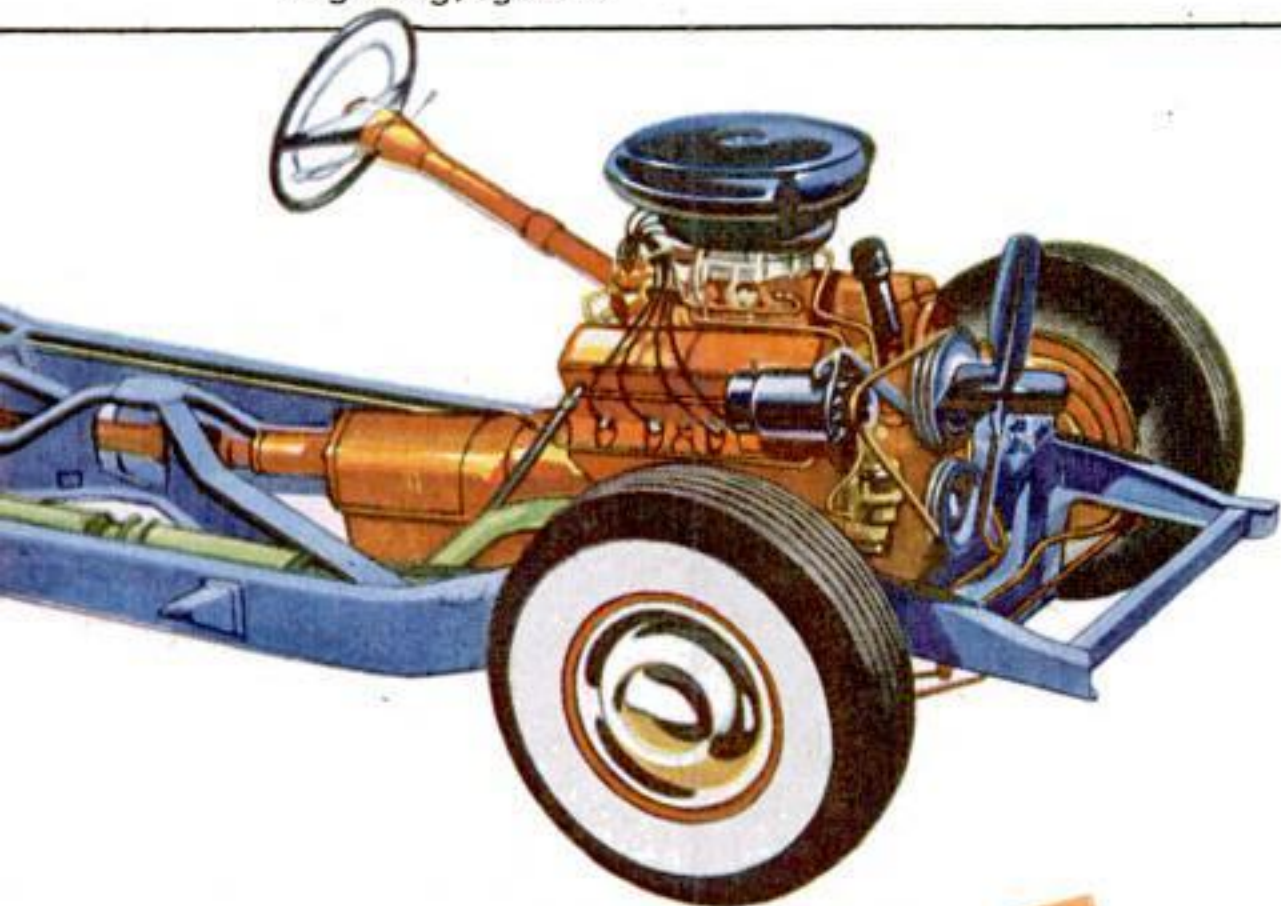
Leading automotive servicemen recognize the valuable experience behind these parts and depend on it to make you the most satisfied motorist ever. They know there

Almost half of America's

best care of your car depend on these

Original Equipment Service Parts...

*Backed by the Experience
that Built over
53,000,000 Cars*



is no substitute for the fine quality and outstanding performance of General Motors original equipment parts. For these famous names have been vitally connected with the automotive industry for a long time: Harrison, 35 years; Hyatt, 60 years; Delco-Remy, 30 years.

So, when it's time to replace, look for the serviceman handling the parts, made by the company that built over 53,000,000 cars!

**Listen to Lowell Thomas Newscast on CBS Radio Network—
See your local listing for time and station.*

OTHER UNITED MOTORS AUTOMOTIVE LINES...

INLITE Brake Linings • **KLAXON** Horns • **DELCO** Electronic Parts

MORaine Gasoline Filters • **DELCO** Automotive Motors • *Guide* Lamps

MORaine Engine Bearings • *Saginaw* Steering • **ROCHESTER** Lighters

AC Gauges, Speedometers • *Packard* Cable Products

GM HYDRA-MATIC Units and Parts

cars use these General Motors Products

AVAILABLE THROUGH UNITED MOTORS DISTRIBUTORS

TO DEALERS AND SERVICE STATIONS EVERYWHERE





DIAMOND AND ACCESSORIES BY CARTIER

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

KENT...for those who really care

Discover, with your very first carton, why Kent is so importantly different. For only Kent gives you the exclusive Micronite Filter—the finest-quality filter—the filter that helps take out every trace of harshness. With the first Kent you smoke, you'll notice its cleaner, fresher taste. And Kent after Kent, this taste stays just as clean and fresh. What a priceless difference a few extra pennies make. Don't you, too, deserve Kent?



King Size
and Regular
length

Judy's Girl Dancing



LORNA GOES ON UNREHEARSED AT REHEARSAL

Judy Garland had no help from her nearly 3-year-old daughter Lorna when she made her TV debut last week before an audience estimated at more than 40 million—the largest ever gathered for a 90-minute program. On the Ford Star Jubilee, Judy sang, danced, clowned and finally choked up in a sob while ending her show with *Over The Rainbow*. But two days before, when the show was in rehearsal in the CBS color studio in Los Angeles, little Lorna

did her best to get into her mother's act with a wholly unprogrammed part of the program.

While Judy was on camera, and rehearsals went on all around, Lorna in the wings danced her mother's routines and sang her songs, upstaging and outpointing her celebrated parent all the way. After the child's few shining moments, Judy brought the impromptu side show to a halt with a motherly hug, then sent the rival star off because it was past her bedtime.

LORNA AND JUDY HAVE A MOMENT TOGETHER AFTER REHEARSAL →



CONTINUED

is there one
creme de menthe
that tastes better
than all the rest?

just taste
de kuyper
(pronounced de-KIPE-er)

**creme
de menthe**

AVAILABLE IN
GREEN OR WHITE
60 PROOF

tastes better because
it's carefully produced
in the U.S.A. from its
original old-world
formula by "The most
celebrated name in cordials
since 1695"

ALSO AVAILABLE:

CREME DE
CACAO
60 PROOF



BLACKBERRY
FLAVORED
BRANDY
70 PROOF



and 19 other delicious cordials
and fruit-flavored brandies

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

JUDY'S GIRL CONTINUED



BIG BOW, in the grand manner of her famed mother, brought little Lorna down on one knee as a dancing group continues show's rehearsals behind her.



BIG SISTER, Liza, 9, reluctantly leads Lorna off stage to her mother's dressing room where another of Judy's children, Joseph, 6 months, slept soundly.



Why men who know Building ...use and recommend **ORANGEBURG**® ROOT-PROOF PIPE

Builders, Architects, Plumbers, Sanitary Engineers—men who know building best—know that Orangeburg Pipe is designed for modern construction methods. They know that its speed of installation and proved quality are unsurpassed, whether it's for new construction or modernization.

They know, too, that no home is modern today unless it is modern underground as well as above-ground.

Revolutionary Non-Metallic Material

Non-metallic Orangeburg is rust-proof...strong, tough, resilient—withstands traffic tensions...temperature changes. Resists acids and alkalis in sewage wastes. Lasts for years underground.

Root-Proof Joints Add Years of Service

Root clogging leads to dug up lawns, trouble, expense. Orangeburg's Taperweld Joints are scientifically designed to keep the roots out. Pipe ends and couplings are accurately tooled to seal root-proof and stay root-proof.



EASY TO INSTALL

This is the famous Orangeburg Taperweld joint which seals root-proof and watertight with a few hammer taps (no cement, nor calking, nor compounds needed). The long, 8-foot lengths are light and easy to handle, go into the ground quickly without trouble. And all this means that you save time, trouble and money!

UNDERGROUND 49 YEARS



When this section of pipe was dug up for a look after 49 years of service, it was found to be in perfect condition...undeniable proof of Orangeburg quality.

Orangeburg, the Pipe of Many Uses

Be sure to get *genuine* Orangeburg Root-Proof Pipe for house sewers, septic tank connections, storm drains and other outside non-pressure lines. Use Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains, wet spots in lawns and fields.

Get the facts about this Modern Pipe

If you are buying a new home, find out if it has modern Orangeburg Pipe underground. If you are building, modernizing or repairing, ask "the men who know." They will tell you that 150,000,000 feet of Orangeburg Pipe are giving dependable service across the nation today.

Be sure to use exclusive Orangeburg Fittings. For more facts see your dealer or write Dept. L105.

ORANGEBURG MANUFACTURING CO., INC., ORANGEBURG, N. Y.
WEST COAST PLANT, NEWARK, CALIFORNIA



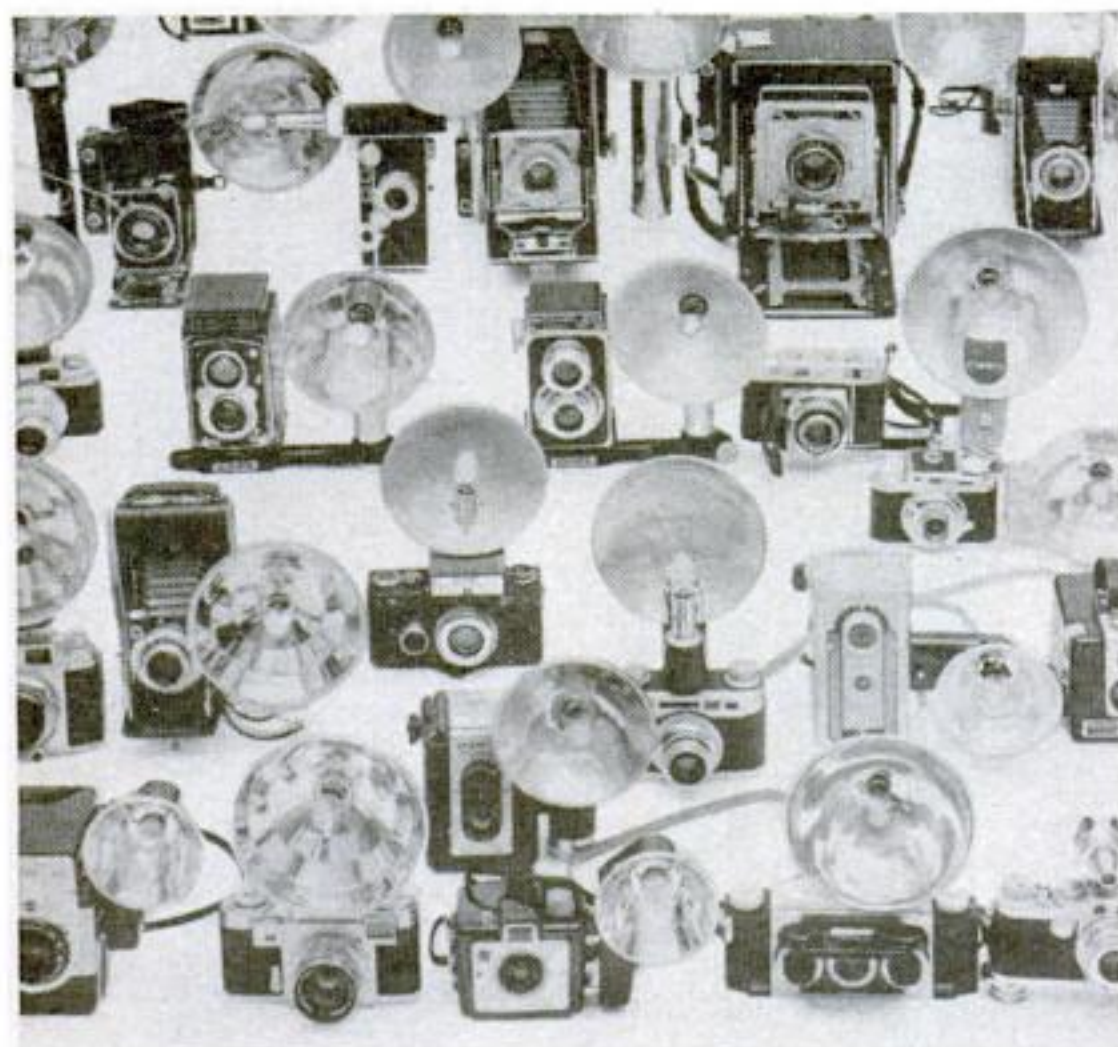
Look for the **ORANGEBURG** Trademark on the Pipe and Fittings

flash!

General Electric makes with new PowerMite M2,

flash!

SO LOW-COST (ONLY 9¢*) YOU CAN TAKE ALL THE SHOTS YOU WANT.
SAVES YOU 3¢ EVERY SHOT.
WILL FIT ANY FLASH CAMERA.

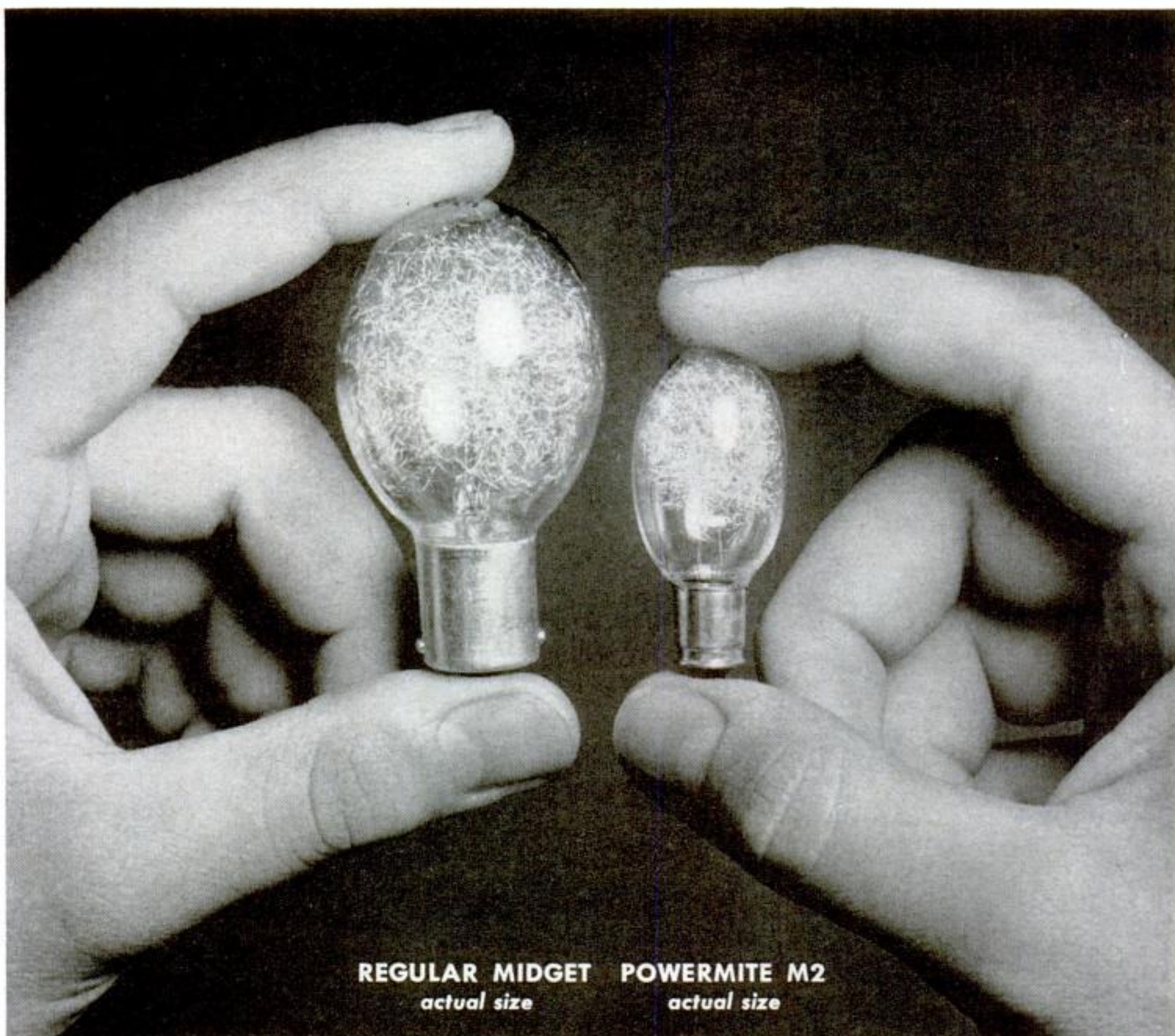


Only $\frac{1}{4}$ the size of midget bulbs (photo at right) and 3¢ less, General Electric's new 9¢ PowerMite M2 gets sure-fire results with any camera, from low-cost models to expensive makes! And



so easy to use. New ring-type base plugs in, pops out, without twisting (photo at left). Some cameras come equipped for PowerMite M2's. Others use low-cost adapter, about 22¢, now available at your dealer's.

*Suggested retail price.



REGULAR MIDGET POWERMITE M2
actual size actual size

flash!

ALL THESE SHOTS BELOW, MADE WITH G-E POWERMITE M2 FLASH



AMATEUR AND \$14 FLASH CAMERA. Mrs. W. J. Callahan, of Syracuse, N. Y. thought flash photography was for professionals. But she got the picture above easily, with a popular priced camera and a 9¢ G-E PowerMite M2 flash bulb.



PROFESSIONAL AND \$300 CAMERA. Philippe Halsman is one of America's most noted photographers. He took this photograph with an expensive camera and 4 G-E PowerMite M2 flash bulbs. Total flash cost was 36¢.

flash photos everyone's hobby world's tiniest flash bulb



SO TINY YOU CAN CARRY ENOUGH FOR TWO ROLLS OF FILM IN POCKET OR PURSE. GREAT FOR COLOR CLOSE-UPS, TOO.



Now flash photography is for *everybody*! To give you picture memories you never had before, General Electric squeezes a giant flash into a bulb no bigger than a peanut.

General Electric PowerMite M2 is so tiny, two packages—24 bulbs—fit pocket or purse. So powerful, you get all the light you need for 88% of your shots. So low-cost, you save 3¢ a shot, get 25% *more* flash photos for your money.

Sensational G-E PowerMite M2 lets you enjoy flash photos—of family, friends, precious moments—you may have passed up before because flash bulbs seemed too expensive to use, too bulky to keep handy.

The same General Electric leadership that introduced America's first flash bulb 25 years ago has created the new PowerMite M2 bulb. Teamed with today's low-cost flash-equipped cameras, the G-E PowerMite puts the thrill of flash photography within easy reach of all.

Over 8 out of 10 of the shots most people take are pictures of people, shot at distances of 15 feet or less. For these photos, PowerMite is as good as, or *even better than* bigger, costlier bulbs. It reduces glare on close-ups, makes features more distinct, more pleasing.

Indoors, PowerMite M2 is easy to keep handy for picture opportunities. Outdoors, it fills in dark shadows for clearer, crisper photos in black-and-white or color. Ask your dealer for free booklet telling how to use G-E PowerMite M2 for best results. Or write: General Electric Co., Dept. 482-L-10, Nela Park, Cleveland 12, O.

See your dealer today for a handy package of General Electric PowerMite M2 flash bulbs—the tiny bulb with the giant flash—and shoot *better* for less!

BULBS, SHOW POWERMITE'S SURE-FIRE RESULTS



ADVANCED AMATEUR, SON'S \$8 FLASH CAMERA. Red Skelton, CBS-TV star and camera fan, used a box camera instead of his own expensive make for this shot of his son, to show how PowerMite M2's get good shots with any equipment.



PRESS PHOTOGRAPHER AND \$125 CAMERA. Bill Peery, ace photographer of Denver's Rocky Mountain News, took this photo with his news camera and a single 9¢ G-E PowerMite M2 flash bulb.

flash! New G-E PowerMite M2 of midget bulbs, cost

flash! USERS FIND POWERMITE M2 AS GOOD AS BIGGER BULBS...OR BETTER

In a recent comparison test, a panel of typical everyday snap-shooters tried the new General Electric PowerMite M2 bulbs and compared them with bulbs they were using. 73.1% said they were as good, or even better, than the bigger, costlier bulbs they were used to. And of this number, 35.9% said the PowerMite M2 pictures were actually *better*.

For close-up shots, PowerMite M2 bulbs actually give you *better* pictures than bigger bulbs, because their powerful but softer flash helps solve the problem of burned-out faces, flatters features, makes them more distinct.



"Clearer pictures like this, with PowerMite M2 bulbs," says Mrs. Dorothy Boutilier.



"Better detail in this photo, with PowerMite M2 bulbs," says Mrs. Henry Earlenback.



"Give better shots, handier to carry," reports Mrs. Leonard Wagner, who took this photo.



"PowerMite M2 bulbs very much better," writes Mrs. James Solar, who got this shot.



"Faces came up clearer with PowerMite M2 bulbs," says Mrs. Arthur L. Dudden.



"So handy I got this shot I would have missed," says Mrs. H. K. Collier.



"One of the best flash shots I ever took," says Mrs. Stanley Harrison of this photo.

flash! ALL G-E RETAILERS ARE FEATURING HANDY POWERMITE M2 NOW



GENERAL ELECTRIC POWERMITE M2 BULBS are so small, 28 fit in the hand at right in this demonstration photo. Only 13 midget bulbs can be held at left. Small size and new flat pack make PowerMite M2 so handy you can carry them by the dozens, never miss opportunities for once-in-a-lifetime shots.



GET POWERMITE M2 BULBS at this display, at your favorite drug store, camera shop or department store. Save 3¢ a shot, up to 36¢ a roll of film! You actually get 25% *more* flash shots for your money. And your photographs are sure-fire every time, whether in black-and-white or color.

SHOOT BETTER FOR LESS WITH G-E POWERMITE M2...THE TINY BULB WITH THE GIANT FLASH

flash bulbs are 1/4 the size 3¢ less, get big-bulb results



RECOMMENDED FOR 88% OF THE SHOTS MOST PEOPLE TAKE



PowerMite M2 gets
pictures as good
as bigger bulbs,
COMPARE:

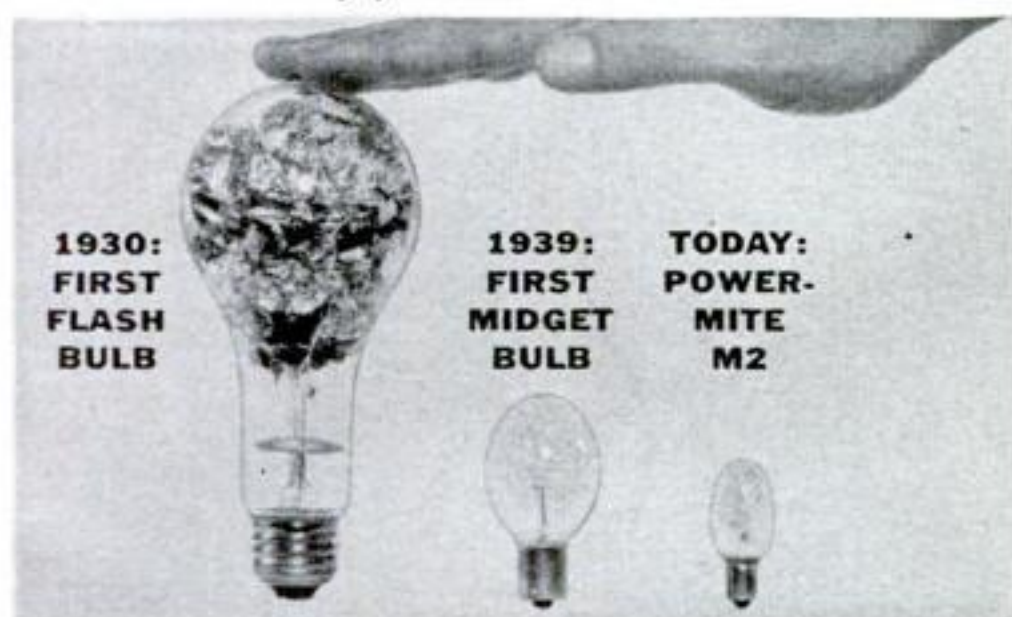


POWERMITE M2 PHOTO IS EXCELLENT, BULB COST ONLY 9¢. This shot is as sharp, clear and well lighted as photo at right. And flash cost was 3¢ less. G-E PowerMite M2 bulbs are especially recommended for closeups, because they reduce glare, make features come up clearer. They're *sure-fire*, every shot!

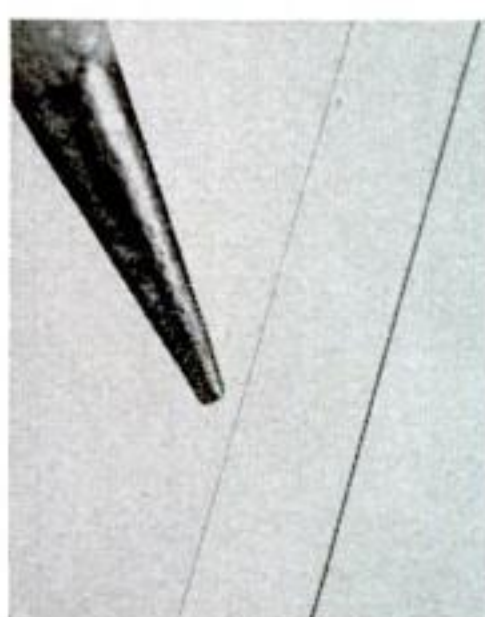
BIGGER-BULB PHOTO IS SAME QUALITY, BUT BULB COST 12¢. This shot, made with regular midget bulb, is same quality as photo taken with PowerMite M2, at left. G-E PowerMite M2 is recommended for 8 out of 10 of the shots most people take: indoor and outdoor pictures at distances of 15 feet or less.



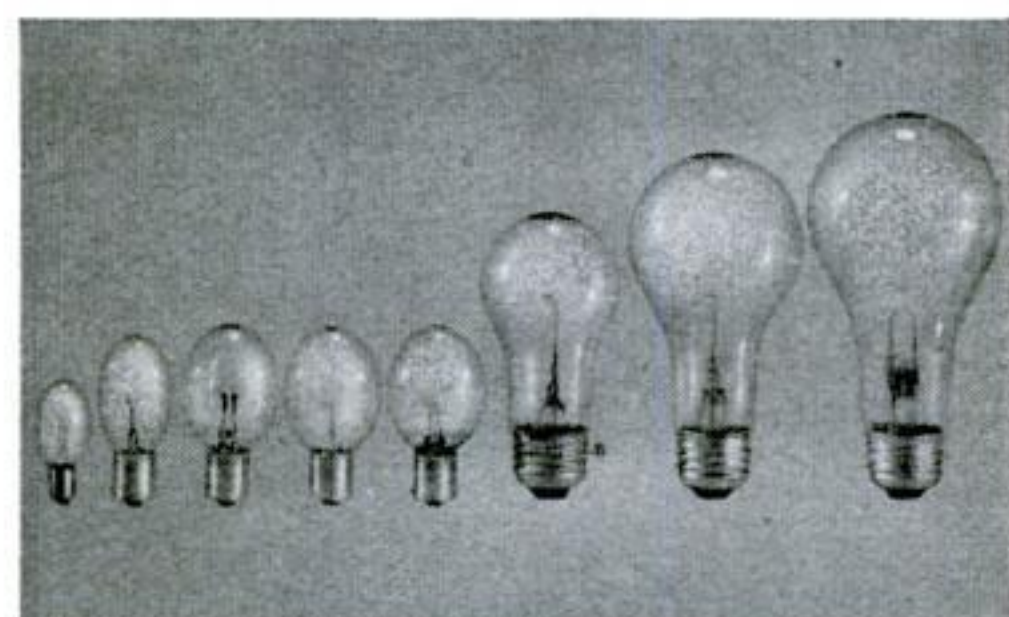
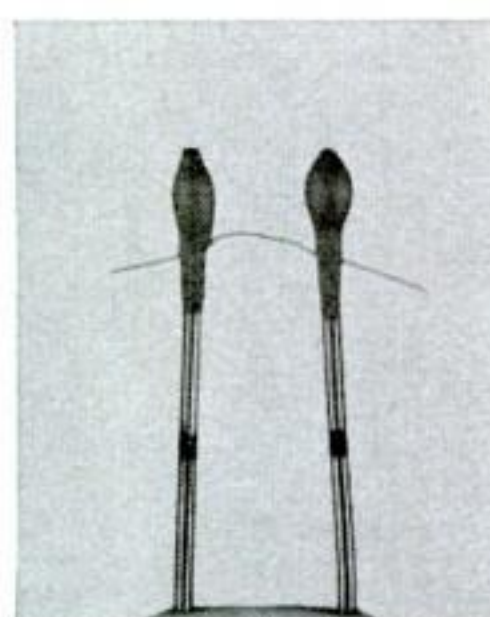
TRY POWERMITE M2, NEWEST G-E SURE-FIRE FLASH BULB



THESE 3 MAJOR PHOTOFLASH DEVELOPMENTS are all from General Electric. America's first flash bulb (left) introduced in 1930, revolutionized flash photography. Smaller G-E No. 5 bulb (center) started amateur photoflash boom. Now, tinier, handier General Electric PowerMite M2 bulb (right) makes flash photography everyone's hobby!



WHY G-E FLASH IS SURE-FIRE. A General Electric flash bulb filament 3 times thinner than human hair (left) plus supersensitive primer (right) give you sure-fire flash every time. Just two of many G-E research and manufacturing firsts that guarantee you the quality you *expect* from General Electric, America's leader in photoflash progress.



G-E FLASH LINE IS PREFERRED BY 7 OUT OF 10 PRESS PHOTOGRAPHERS. These professionals *have* to get the shot. Over 70% of those interviewed said they depend on General Electric sure-fire flash bulbs. You, too, can depend on the sure-fire General Electric line. Your retailer has a complete selection of General Electric bulbs for all your flash needs.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Businessman's Bargain



GOT A
NASTY COLD?

NEW
BROMO QUININE[®]
GUARANTEES
YOU MORE
COMPLETE RELIEF
than any other
cold remedy!

Unlike aspirin or other less effective remedies, new Bromo Quinine is a *real* cold tablet! It now guarantees you the most complete relief possible from *all* these cold miseries:

1. Stuffy or runny nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

BROMO QUININE'S exclusive medicinal formula combines 5 potent cold-fighting ingredients—plus amazing new citrus bioflavonoid—specifically designed to relieve more cold symptoms, including those caused by viruses, than any other leading product.

**HERE'S NEW BROMO QUININE'S
AMAZING GUARANTEE:**

*If you have ever bought any cold remedy
—at any price—that brought you:*

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

*... simply return the unused tablets and
your money will be promptly refunded.*



When you've got a real cold—
get a real cold tablet

BROMO QUININE



PROUD DON MÁXIMO STUDIES HIS MURILLO SHOWING YOUNG CHRIST GIVING BREAD TO ST. FELIX OF CANTALICE

A \$37.50 PAINTING TURNS OUT TO BE BY MURILLO

As a novice art collector in the Spanish town of Pamplona, Don Máximo Bandrés got off to a bad start. His first acquisition turned out to be a fake. But, a prosperous businessman, Don Máximo could afford not to be discouraged. Recently his eye fell on a small painting owned by an old lady of Pamplona who sold it to him for \$37.50. To get it cleaned, Don

Máximo called in a restorer from the Prado Museum. The restorer looked at the painting and excitedly called in an expert. After minute examinations, they announced it was by the 17th Century Spanish master, Murillo. Though his bargain is now valued at about \$11,000, Don Máximo is in no mood to sell. "This is better than winning the lottery," he says.



Modern Hide-A-Bed in cocoa metallic bouclé. Also in coral, black & white, willow green and turquoise. Full size, approximately \$289.50.

Never before sofa-beds so graceful!
 New "off-the-floor" **Hide-A-Bed®** sofas

Now Simmons brings you a new look in sofa-beds—just the lift to give your Hide-A-Bed the graceful lines of a decorator sofa!



And even with "off-the-floor" design, your Hide-A-Bed has a *lower* seating height than ordinary sofa beds. This means greater seating comfort. And you get Beautyrest cushions that slope back to let you sit back.

You have a choice of hundreds of decorator fabrics . . . more than thirty styles and sizes. What's more, only Hide-A-Bed offers a genuine Simmons mattress (even famous Beautyrest,* if you choose, for only \$20 more). Convenient terms can be arranged at your favorite furniture or department store.



Shaped back modern in persimmon needlepoint mohair. Also in grey, moss green, dark green, beige. From \$239.50 depending on fabric. Full size, as shown, \$299.50.



Lawson style in turquoise metallic linen. Also in black & white, gold, lime and pink. From \$229.50 depending on fabric. As shown, \$259.50.



Modern style shown in pine green. Also in turquoise, silver, pink, cork, ice blue. Apartment size from \$199.50 depending on fabric selected.



Provincial style in green and beige coin pattern. Also in copper, charcoal and pink, brown and yellow, blue. Full size, as shown, \$279.50.

Only Simmons makes **HIDE-A-BED** sofas

*Trade-mark Reg. U. S. Patent Office. Copr. 1955 by Simmons Co., Mdse. Mart, Chicago, Ill.

Water-slicked hill test pro GOODYEAR'S NEW 3-T NYLON

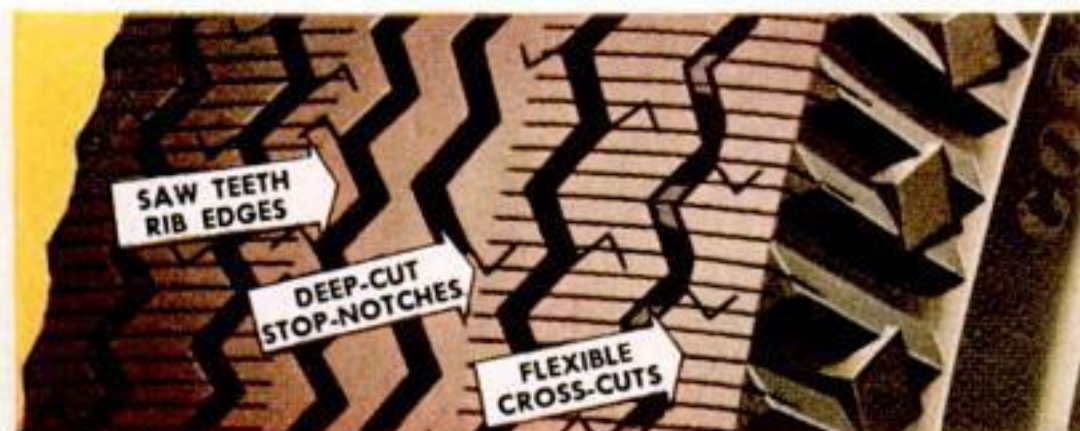


We equipped the red convertible car above with our new 3-T Nylon Cord tubeless tires; the blue-colored car—same make and model—with last year's premi-

um tires with conventional treads. Then we wet down this treacherously steep hill and told both drivers to hit this slippery stretch at 25 m.p.h. When they

crossed the signal marker together, both drivers slammed on the brakes. The car equipped with last year's conventional tread tires skidded dangerously

THERE'S A BIG DIFFERENCE IN TIRE TREADS! ONLY GOODYEAR HAS A TRIPLE COMBINATION FOR GREATER SAFETY!



In this great new Nylon cord tubeless tire, Goodyear has combined (1) saw teeth rib edges with (2) deep-cut Stop-Notches and (3) flexible cross-cuts.

This means that more than 8,000 edges are ready to give you swift, safe stops and help protect you, too, from dangerous slips and skids. With today's smooth-finish highways and fast,

powerful cars you need greater longer-lasting traction. And that's exactly what you get in the new 3-T Nylon Cord tire by Goodyear.

You get better protection against blowouts and puncture flats, too, because it's made with Triple-Tempered 3-T Nylon Cord and Grip-Seal construction. Result: the most durable tire carcass ever made.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

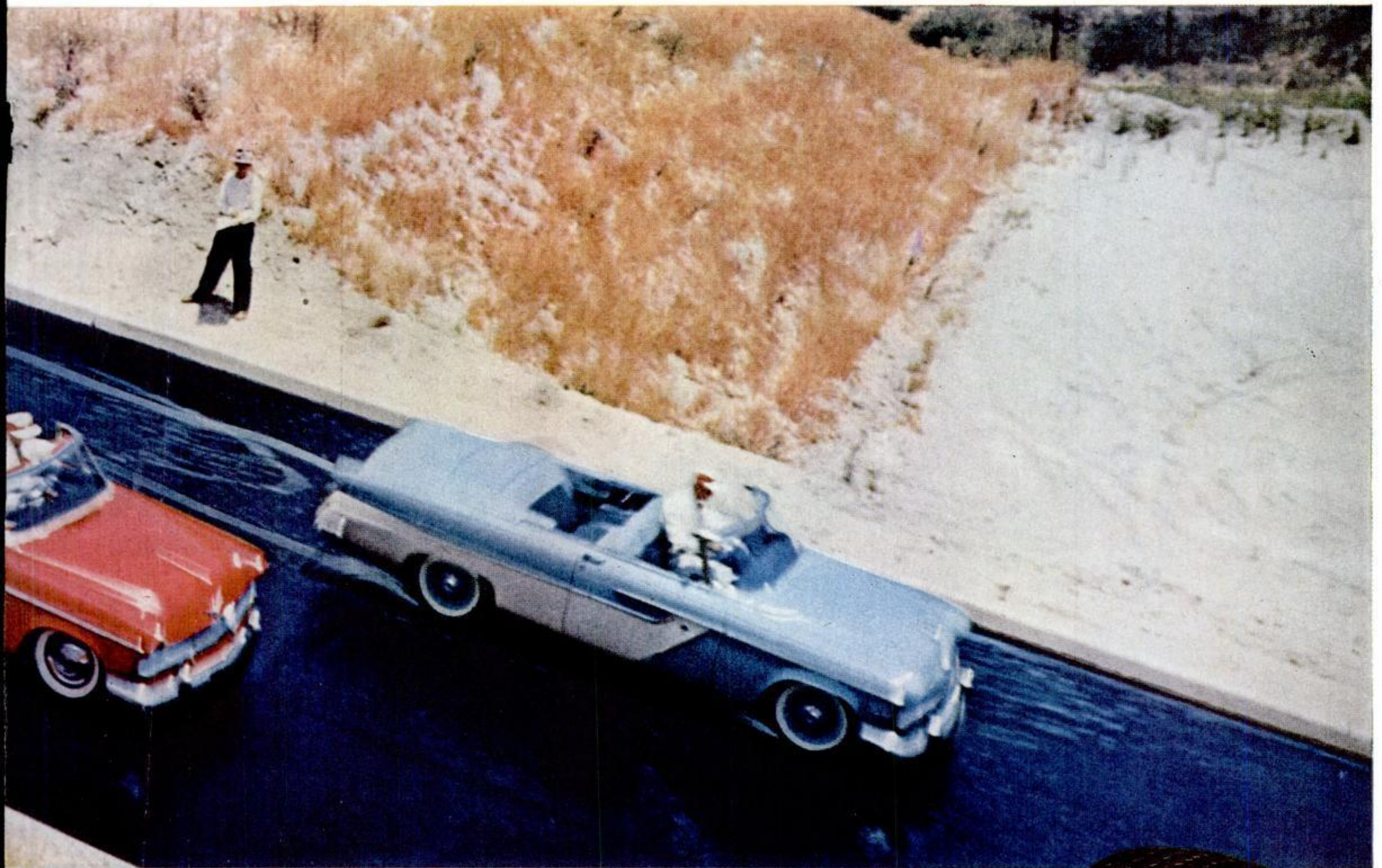


Look for this sign; there's a Goodyear dealer near you

**NEW 3-T NYLON CORD
TUBELESS TIRE BY**



ves amazing traction of ON CORD TUBELESS TIRES!



to a stop 40 feet from the marker. The car equipped with our new tires needed only 28 feet to brake to a swift, straightline stop. Dramatic, on-the-spot proof

that this great new 3-T Nylon Cord tubeless tire by Goodyear is the *one* for the road — the kind of protection you should have on your car . . . and now.

THERE'S A BIG DIFFERENCE IN TIRE CORD!

ONLY GOODYEAR HAS TRIPLE-TEMPERED 3-T NYLON!

Nylon, pound for pound, is stronger than steel. And because of Goodyear's exclusive and patented 3-T process, Goodyear 3-T Nylon Cord tubeless tires have withstood the crumpling blows of a gigantic, 70-ton pile driver, almost a million smashing blows on railroad ties, over 1000

punishing runs over a roadbed of jagged rocks.

See this stronger, safer tubeless tire at your Goodyear dealer's today. It will fit your present wheels, and your Goodyear dealer will buy all the unused mileage in your present tires. Goodyear, Akron 16, Ohio.

This great new tread is also available in a Nylon cord tire that uses a tube.



GOODYEAR

Super-Cushion, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio

*It's not always possible to brush after meals,
even though it's best! So start your day with . . .*



New Gleem Toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys decay- and odor-causing bacteria!

If you're too busy to brush after every meal, use Gleem. One Gleem brushing destroys up to 90% of bacteria (major cause of decay) . . . protects most people against mouth odor *all day*. And Gleem's flavor is so wonderful even youngsters like to use it regularly! That's a sure way to help them reduce decay!

**Only Procter & Gamble's new GLEEM
has  new cleaner and decay fighter!**



Mouth odor stopped all day for most people with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives all-day protection against most unpleasant mouth odor. So start your day with Gleem.



AT 10:15 A.M. ON SATURDAY, VOLUNTEERS HELP RAISE COPPER STEEPLE INTO POSITION ON CHAPEL ROOF

A BUILD-IT-YOURSELF CHAPEL

Kansas congregation takes advantage of new line of prefab churches

Like so many other struggling young congregations today, the Church of Jesus Christ of Latter-day Saints in Salina, Kan. faced a familiar problem: how to get a new church quickly and cheaply. Last month it found its answer in a remarkable new prefabricated church, designed so simply that the congregation itself could help put the building together.

For \$22,500, the 96-member Mormon congregation bought a 2,800-square-foot chapel

and annex, one of the 14 new prefab churches made by U.S. Steel Homes Inc. to sell at prices from \$15,000 to \$35,000. Then, guided by a crew of seven professionals, as many as 30 church members a day turned out to put together everything from wall panels to roof insulation. Putting up the basic structure in just four days (*right*), the happy Mormons estimate their venture into the do-it-yourself field has saved them more than \$3,500 in labor costs.



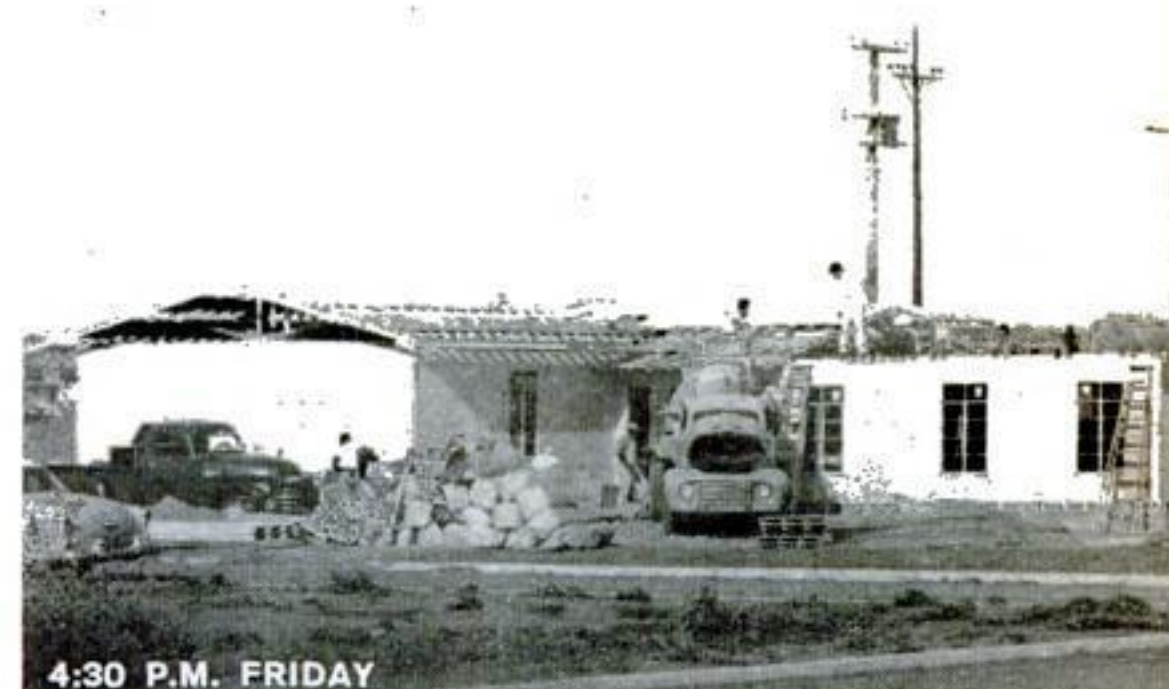
11:30 A.M. WEDNESDAY



2:00 P.M. WEDNESDAY



4:00 P.M. THURSDAY



4:30 P.M. FRIDAY



10:25 A.M. SUNDAY

SPEEDY CONSTRUCTION got underway with the erection of the chapel walls and roof (*first three pictures*). Classroom wing at right was done next. Services were held in chapel on the fifth day (*bottom*).

Munsingwear T-shirt

*has the
neckband
that can't
sag!* →

\$/50

Comfort-knit
Shorts \$1



*Pull it... stretch it... Wash it... Wear it
...it never loses its shape and fit!*

Neckband nylon-reinforced to keep its shape forever

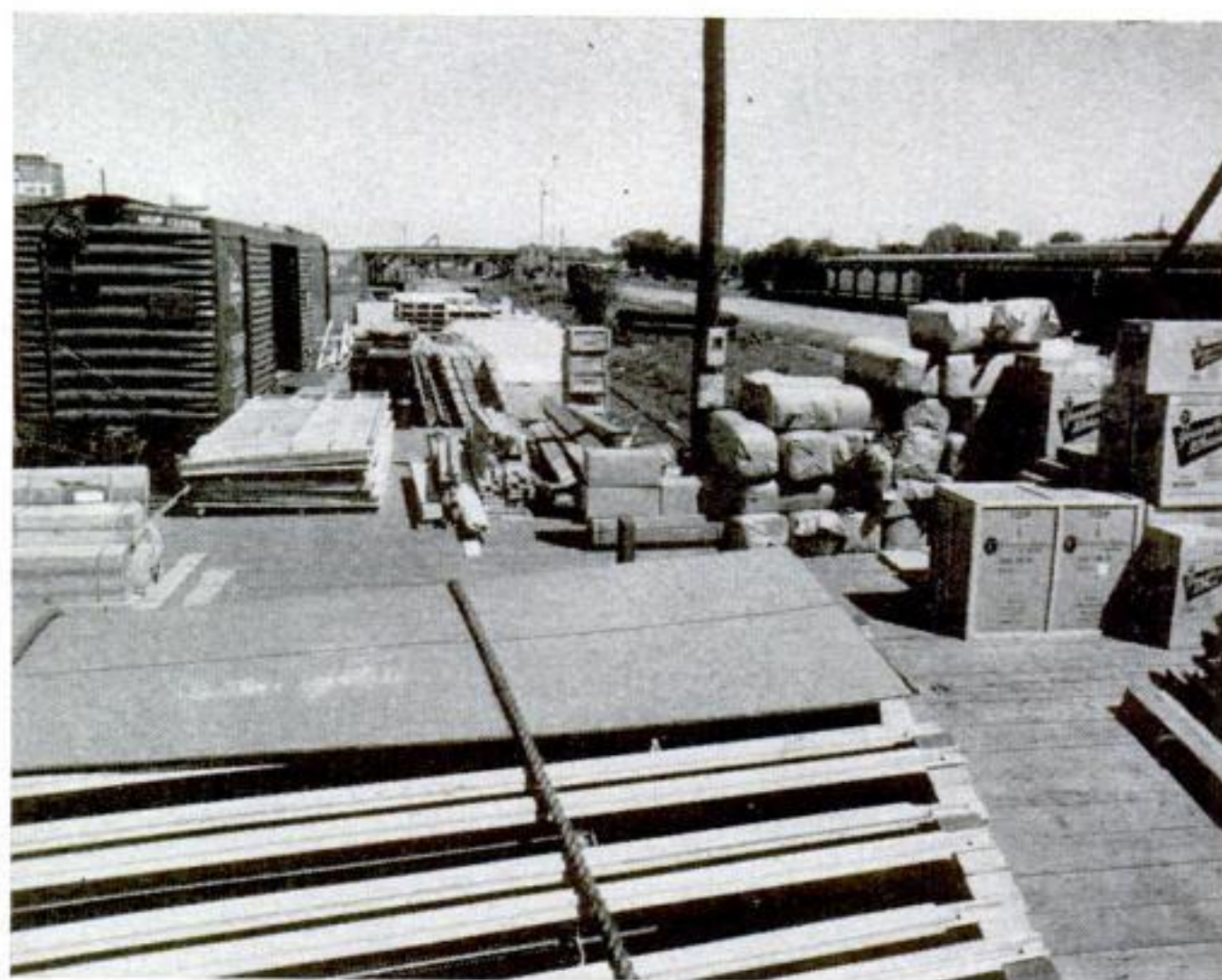
The Munsingwear T-shirt is the nation's best seller because its patented neckband stays flat, trim and good looking. That's one solid reason for its popularity. There's another: it long outwears lesser brands... because it is knit of premium combed cotton. Sizes 34-46, \$1.50. Sizes 48-50, \$1.85.



*The big green T flags your best T-shirt buy
Guaranteed not to shrink out of fit*

Ask for Munsingwear men's and boys' underwear, sleepwear, socks and sports shirts. Manufactured and sold in Canada by Stanfield's Ltd., Munsingwear, Inc., Minneapolis 5, Minnesota.

Build-It-Yourself Chapel CONTINUED



PREFABRICATED PARTS for the new church, which come complete in a single boxcar (left), are lined up on siding, awaiting delivery to church site.



ROOFTOP VOLUNTEERS help bolt rafter braces into position. The officer is one of 18 airmen from nearby base who are members of the congregation.



OUTDOOR SUPPER for the workers is set out by women's auxiliary of the church. After the meal, work on the church continued each night until 10 p.m.

These Distinguished Airlines Fly with **CHAMPION** Spark Plugs...

AEROVIAS REFORMA, S.A. • TRANS-TEXAS AIRWAYS • LOIDE AEREO NACIONAL S/A • REAL S/A-TRANSPORTES AEREOS • VIACAO AEREA SAO PAULO, S/A • SOUTHWEST AIRWAYS • UNITED AIR LINES

WESTERN AIR LINES • TRANSP. AEREOS DE YAJALON, S.A. • SERV. AEREOS DE CHIAPAS, S.A. • LINEAS AEREAS UNIDAS, S.A. • AEROVIAS VENEZOLANAS, S.A. • AEROVIAS NACIONALES DE COLOMBIA

ALLEGHENY AIRLINES • AMERICAN AIRLINES • BRANIFF INTERNATIONAL AIRWAYS, INC. • CALIFORNIA CENTRAL AIRLINES • CAPITAL AIRLINES • CENTRAL AIRLINES • MARITIME CENTRAL AIRWAYS • ISRAEL AIRLINES, LTD.

SERVICOS AEREOS CRUZEIRO DO SUL, LTDA. • CONTINENTAL AIR LINES • COLONIAL AIRLINES • DELTA-C & S AIR LINES, INC. • EASTERN AIR LINES • FLYING TIGER LINE • FRONTIER AIRLINES • CAT INCORPORATED

NATIONAL AIRLINES • NORTH CENTRAL AIRLINES • NORTHEAST AIRLINES • NORTHWEST AIRLINES, INC. • PACIFIC NORTHERN AIRLINES • PAN AMERICAN-GRACE AIRWAYS, INC. • AIR FRANCE • PIEDMONT AIRLINES • SABENA

PAN AMERICAN WORLD AIRWAYS, INC. • BRAATHENS SOUTH-AMERICAN & FAR EAST AIRTRANSPORT • SOCIETE DES TRANSPORTS AERIENS DE L'EXTREME ORIENT (COSARA) • EMPRESA DE TRANSPORTES AEROVIAS BRASIL

PHILIPPINE AIRLINES • ORIENT AIRWAYS LTD. • AIR CEYLON LIMITED

AIR-INDIA, LTD. • CANADIAN PACIFIC AIRLINES, LTD. • IBERIA

QANTAS EMPIRE AIRWAYS, LTD. • COMPAGNIE AIR ALGERIE

AERONAVES DE MEXICO, S.A. • IRANIAN AIRWAYS

FLUGFELAG ISLANDS, H.F. (ICELAND AIRWAYS LTD.)

AIR TAHITI • CARIBBEAN-ATLANTIC AIRLINES, INC.

TRANSPORTES AEREOS NACIONAL LTDA.

COMPANIA CUBANA DE AVIACION, S.A.

GARUDA INDONESIAN AIRWAYS N.V.

UNION AEROMARITIME DE TRANSPORT

AIR-INDIA INTERNATIONAL, LTD.

SCANDINAVIAN AIRLINES SYSTEM

NATIONAL GREEK AIRLINES

LLOYD AEREO BOLIVIANO S.A.

THAI AIRWAYS CO., LTD.

PANAIR DO BRASIL, S.A.

DECCAN AIRWAYS LTD.

BHARAT AIRWAYS LTD.

WEST COAST AIRLINES

AIRWAYS (INDIA) LTD.

TURKISH STATE AIRLINES

TRANS-CANADA AIRLINES

ETHIOPIAN AIRLINES, INC.

AEROLINEAS ARGENTINAS

HAWAIIAN AIRLINES LIMITED

LINEE AEREE ITALIANE S.P.A.

KLM ROYAL DUTCH AIRLINES

LINEA AEROPOSTAL VENEZOLANA

CENTRAL AFRICAN AIRWAYS CORP.

CIA. MEXICANA DE AVIACION, S.A.

AERO O/Y • TRANS-AUSTRALIA AIRLINES

COMPANIA DE AVIACION "FAUCETT" S.A.

AEROLINEE ITALIANE INTERNAZIONALI (ALITALIA)

BRITISH COMMONWEALTH PACIFIC AIRLINES, LTD.

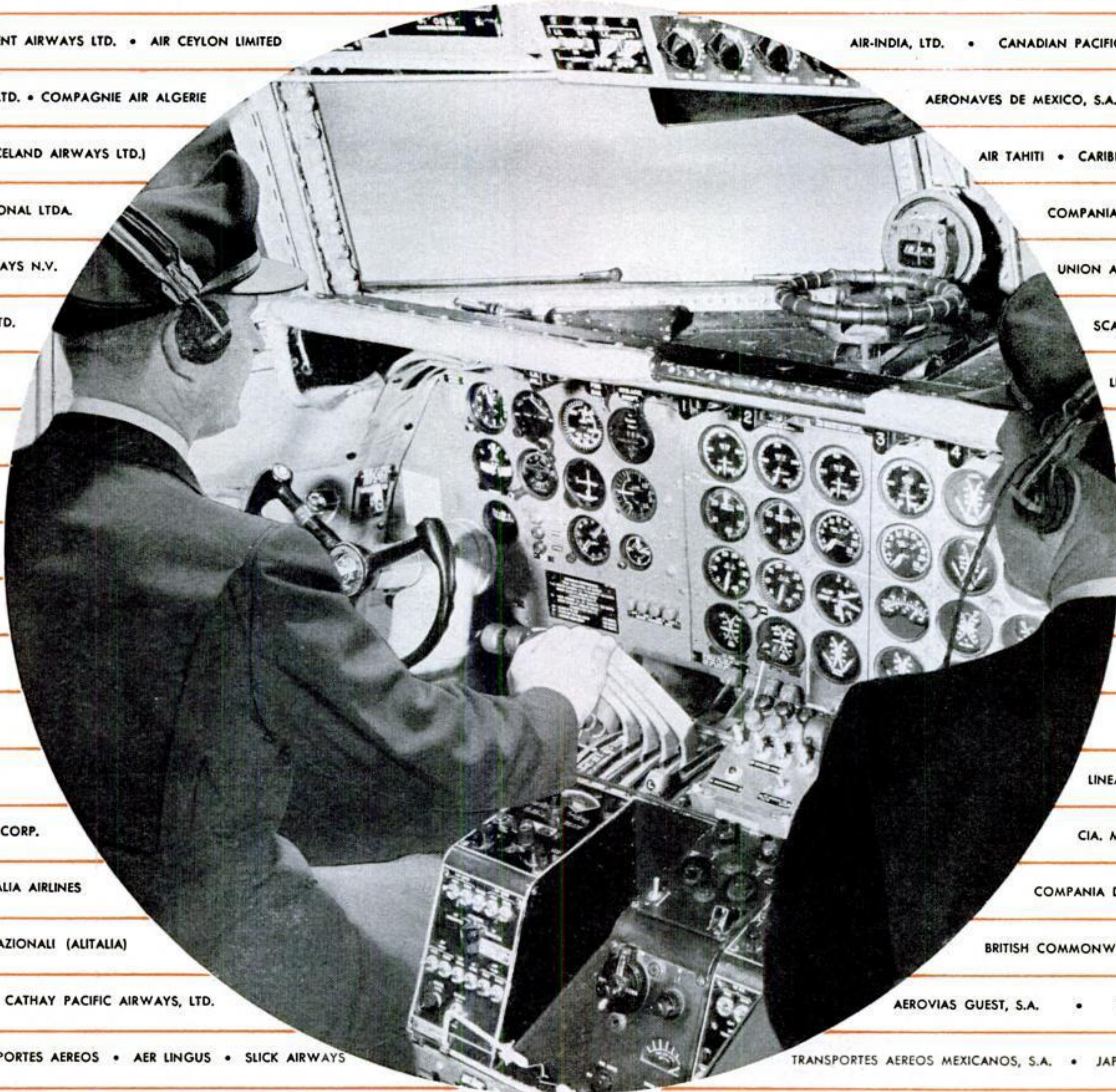
SOUTH AFRICAN AIRWAYS • CATHAY PACIFIC AIRWAYS, LTD.

AEROVIAS GUEST, S.A. • TRANS-WORLD AIRLINES, INC.

COMPANHIA ITAU DE TRANSPORTES AEREOS • AER LINGUS • SLICK AIRWAYS

TRANSPORTES AEREOS MEXICANOS, S.A. • JAPAN AIR LINES

PIONEER AIR LINES • SOUTHERN AIRWAYS • SWISSAIR • HOLLINGER UNGAVA TRANSPORT • AIR SERVICES OF INDIA, LTD. • MOHAWK AIRLINES • OZARK AIRLINES • VARIG



... proving the sound judgment
of the millions of motorists who insist on
FULL-FIRING FIVE-RIB CHAMPIONS
for the finest engine performance!



"Only \$29⁹⁵ buys the kit that makes
all home jobs

FUN!



As presented on TODAY, NBC-TV,
starring Dave Garraway



On camera with
Steve Allen on
TONIGHT, NBC-TV.



"It's a complete home work-
shop in a handy steel
case. It drills and
sands wood, metal,
plastics..."

"It puts a glorious
polish on all
our furniture...
and now Jack
likes to
polish our
car himself!"

The New Black & Decker

FIXKIT



"I've sharpened
all my hand tools
with the grinding wheel and
you ought to see the
edge I've put on Jane's
kitchen
knives!"



all for only **\$29⁹⁵**

You Save **\$5⁴⁵** below regular prices!

"Nothing cleans
metal like this
wire wheel brush!
It takes off rust
or old paint
fast!"



"You get 21 pieces in
your new FIXKIT...
including a bench
stand and even a handy
quick-mixer for paint!"

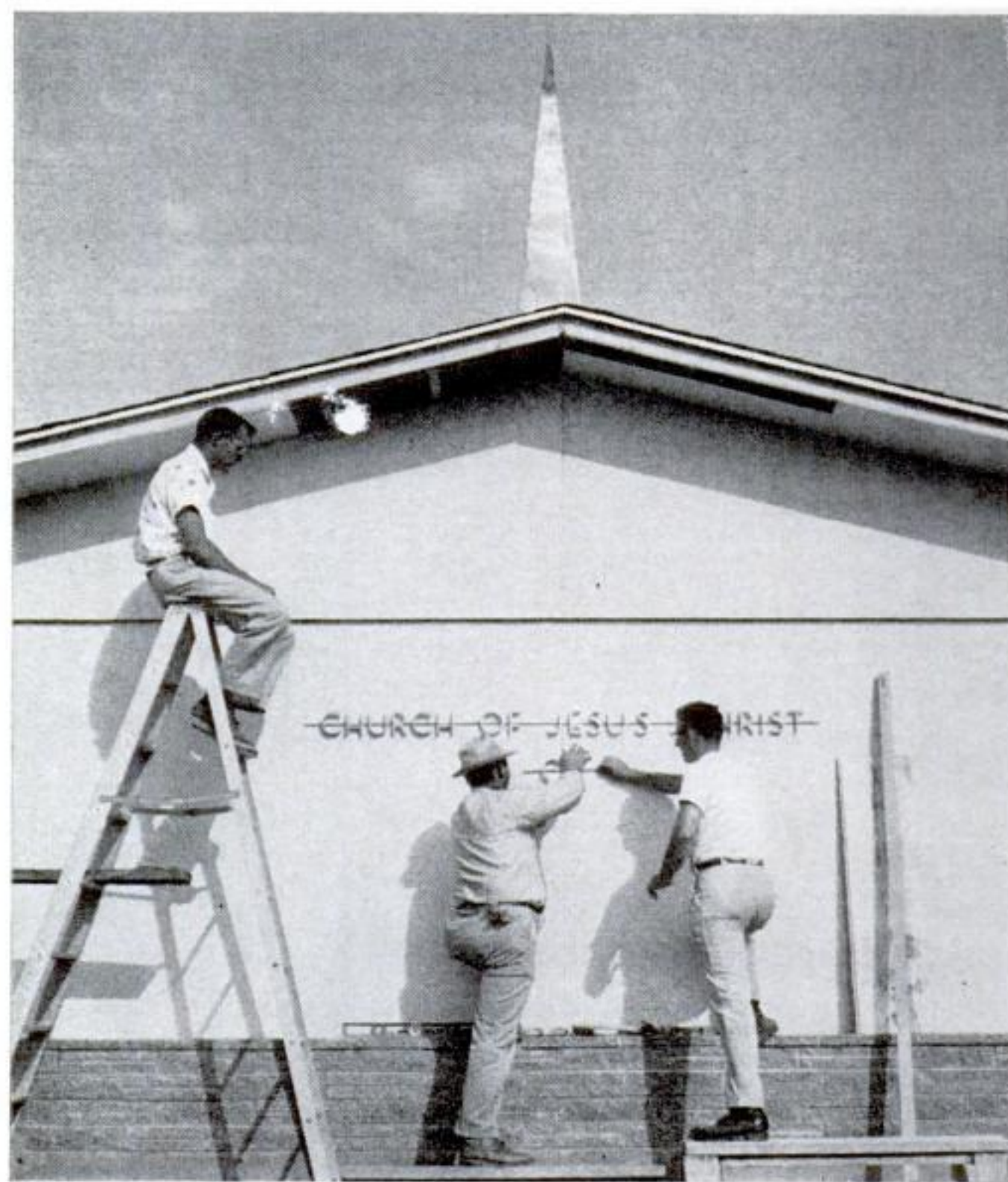


See the new FIXKIT at your dealer's
now! You can arrange convenient time-
payment terms at most stores!
For your nearest Black & Decker dealer,
see the yellow pages of your local
telephone directory... or write The
Black & Decker Manufacturing Com-
pany, Dept. L-705, Towson 4, Maryland.

Black & Decker

World's largest maker of Portable Electric Tools

Build-It-Yourself Chapel CONTINUED



CHURCH SIGN on wall of the chapel is completed on Saturday afternoon. Meanwhile, interior of chapel was being cleaned up for services next morning.



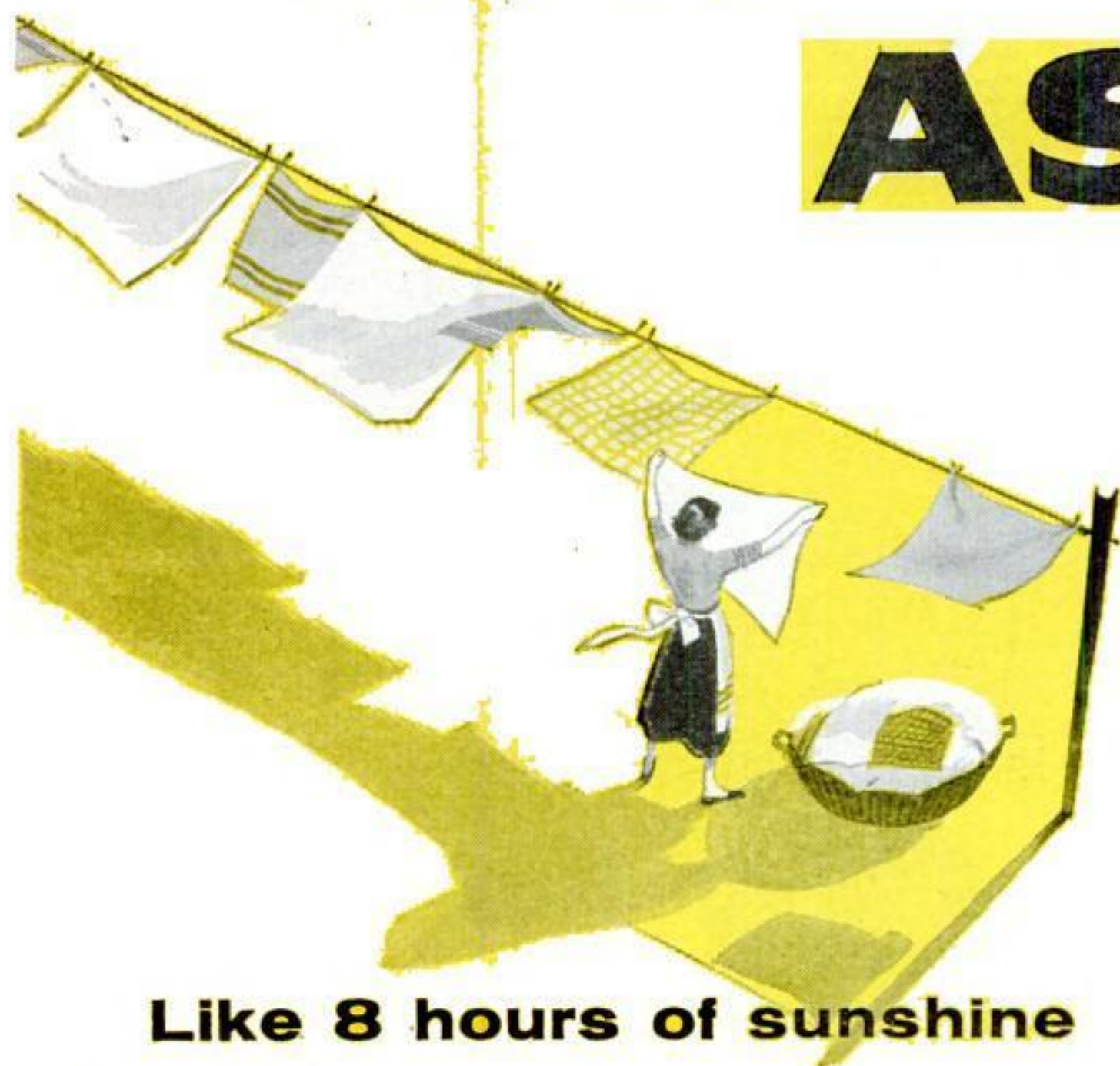
FIRST CONFIRMATION on Sunday includes ceremony of "laying on of hands" in which foreman of volunteer workers is admitted to membership.



FIRST BAPTISM is performed by branch president L. Kent Burnett. The baptismal font, which cost church an extra \$1,000, was later finished in tile.

Introducing a new Bendix clothes-drying marvel...

TWICE AS FAST AS OTHER DRYERS



Like 8 hours of sunshine
in just 27 minutes

...and safe for everything you wash!

If this is your year to get rid of clotheslines, you're really in luck.

Because Bendix has come up with a dryer that dries clothes in the same quick time your washer washes them. There's none of the waiting between loads you get with other dryers. No "pile up" of wet wash.

And here, at last, is a dryer that dries fast and safely, too.

A new Bendix development... Full Width Air-Flo... keeps twice as much air flowing through the Super-Fast as flows through other dryers. Maintains ideal drying temperatures for everything you wash. Always balmy, never hot!

See the Bendix Super-Fast Dryer at your dealer's right away quick. There's never been a clothes dryer like it.



another BENDIX exclusive...

Just say the word and you can have a handsome Formica top on your new Bendix Super-Fast Dryer. 30 inches of wonderfully practical extra counter space! And the extra cost is next to nothing. Or... if you prefer, have your Super-Fast in sparkling white porcelain enamel... top to bottom.



In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario.

CROSLEY & BENDIX

These two great names are joined. Now the creative engineering that Crosley brings to America's aircraft and electronic development is yours in every Crosley & Bendix home appliance.

BENDIX

AUTOMATIC **SUPER-FAST** DRYER

BENDIX HOME APPLIANCES DIV. of AVCO Mfg. Corp., Cincinnati, Ohio

Now Equitable's Living Insurance can

Family outing. Trips like this can be especially carefree when the family has the security that comes from Equitable's Adjustable Whole Life Policy. This outstanding example of *Living Insurance* is available at low cost in

amounts of \$10,000 or more. At a later date, it can be converted to suit changing family needs. For example, it may be used to build toward retirement. And at all times, the cash value is available to help meet financial crises.



do more than ever for your family

Today it is possible to use this new concept of insurance to start building advantages for your family that you may never have thought possible.

What would you most like to have for yourself and your family as the years roll on? A college education for your children? Retirement income for yourself? A free and clear home?

These and many other hopes can now be turned into reality by Equitable's *Living Insurance* policies. That is because this modern form of insurance stresses benefits for the living. Benefits for you and your family while you live. If you die, benefits for the loved ones who live on after you.

It will pay you to learn how Equitable's *Living Insurance* can be put to work for you. Without obligation, the Man from Equitable will be glad to give you the facts—in language you can understand. He will tell you about the 4 policies cited here—and many others whose low cost may surprise you. And, of course, he will take into consideration the changing needs of your family as your children grow up.

See the Man from Equitable now! You'll find him listed in your local phone directory.

LIVING INSURANCE by EQUITABLE

The Equitable Life Assurance Society of the United States
Home address: 393 Seventh Avenue, New York 1, N. Y.



C'mon, Dad—eat up! These happy faces gobbling candy are in the best of health. But if they should suffer serious illness or accident, Equitable's Major Medical Policy will care for them—help pay the expenses that could wipe out life savings.



Thrills on the roller coaster. These breathless children are luckier than they realize. For their education is already guaranteed by Equitable's Endowment Policy. Regular payments now can send them to college later—even if Dad dies after only one payment.

Home was never sweeter! After an exhausting day, the family returns to the home they will someday own free and clear. With Equitable's

Assured Home Ownership Plan, the mortgage is cancelled in the event of death—and all money paid to reduce the mortgage principal is refunded.

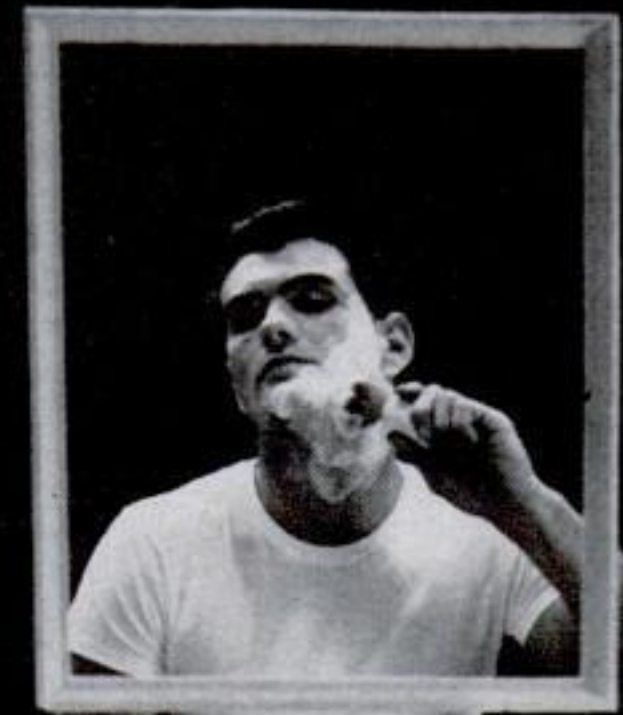




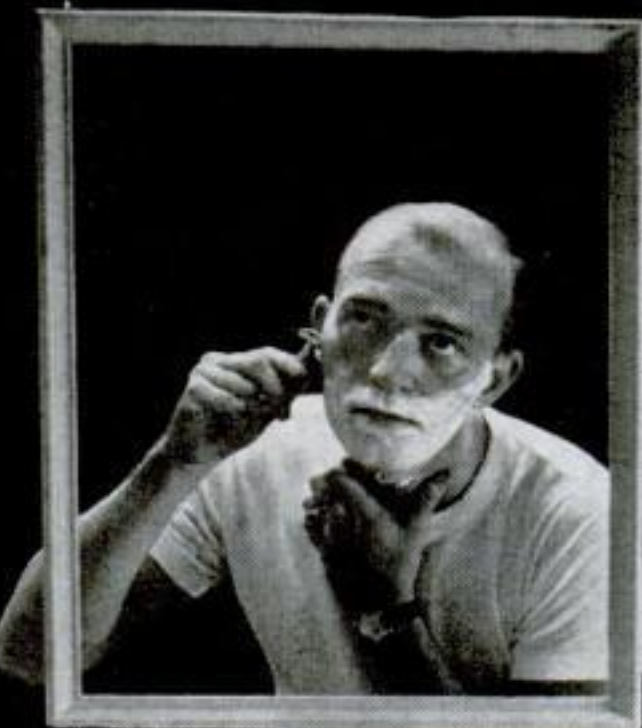
FIRST STEP—SOFTEN BEARD
WITH 105° WATER, SOAP



LEAVE WATER AND SOAP ON
FOR TWO MINUTES



WASH FACE AGAIN, THEN PUT
ON SHAVING CREAM



SHAVE CHEEKS FIRST, WORK
FROM EARS DOWN TO CHIN



NEXT SHAVE LIP AND CHIN,
PULLING SKIN TAUT



RINSE WITH HOT WATER,
RETOUCH ROUGH SPOTS

HOW TO GET A CLEAN SHAVE

Though 56.5 million U.S. males shave almost every morning of their lives from first bristles to the grave, only a few do it right. At the Gillette Safety Razor Company, scientists studying shaving habits of 675 men a day conclude that any man can be smooth faced for 20 hours by using the method shown here.

The secret lies in dousing the face with 105° hot water and facial soap, waiting two minutes before shaving. Absorbing water, the beard becomes soft, easy to shave clean. Hardest parts of face to shave are done last so beard there will soak up more water. This is what softens beard. Shaving soap or cream merely makes shaving feel more comfortable.



RINSE AGAIN WITH HOT WATER
TO REMOVE SOAP



WASH RAZOR WITH HOT WATER
TO PREVENT RUST

Carnation is the Secret of Failure-Proof Gravy



©PR. 1955, CARNATION CO.

Special qualities of Carnation make it blend better than ordinary milk and result in smoother, tastier gravy every time...without fail.

FREE! Mary Blake's new 16-page booklet, "Favorite Recipes." Everything from easy main dishes to fancy desserts. Write Mary Blake, Carnation Co., Dept. LM-1052, Los Angeles 36, California. **ENJOY** Carnation's Burns & Allen, on CBS-TV, every week.



CARNATION FAILURE-PROOF GRAVY

1. Blend $\frac{1}{4}$ cup seasoned flour with $\frac{1}{4}$ cup roast meat drippings (chicken, pork or ham are delicious) in a heavy skillet over low heat until smooth.
2. Gradually add mixture of $1\frac{2}{3}$ cups (large can) Carnation and $1\frac{2}{3}$ cups water. Stir constantly over low heat until gravy is thickened and smooth.

FOR BETTER RESULTS AT LESS COST, COOK WITH CARNATION - THE MILK THAT WHIPS!

Great B'ar

honest-to-goodness MILK CHOCOLATE

toasted whole ALMONDS



★ MARS® BAR

Story

creamy NOUGAT



LIKE A CHOCOLATE NUT SUNDAE



looks more like fur than fur itself

BORGANA ^{*}

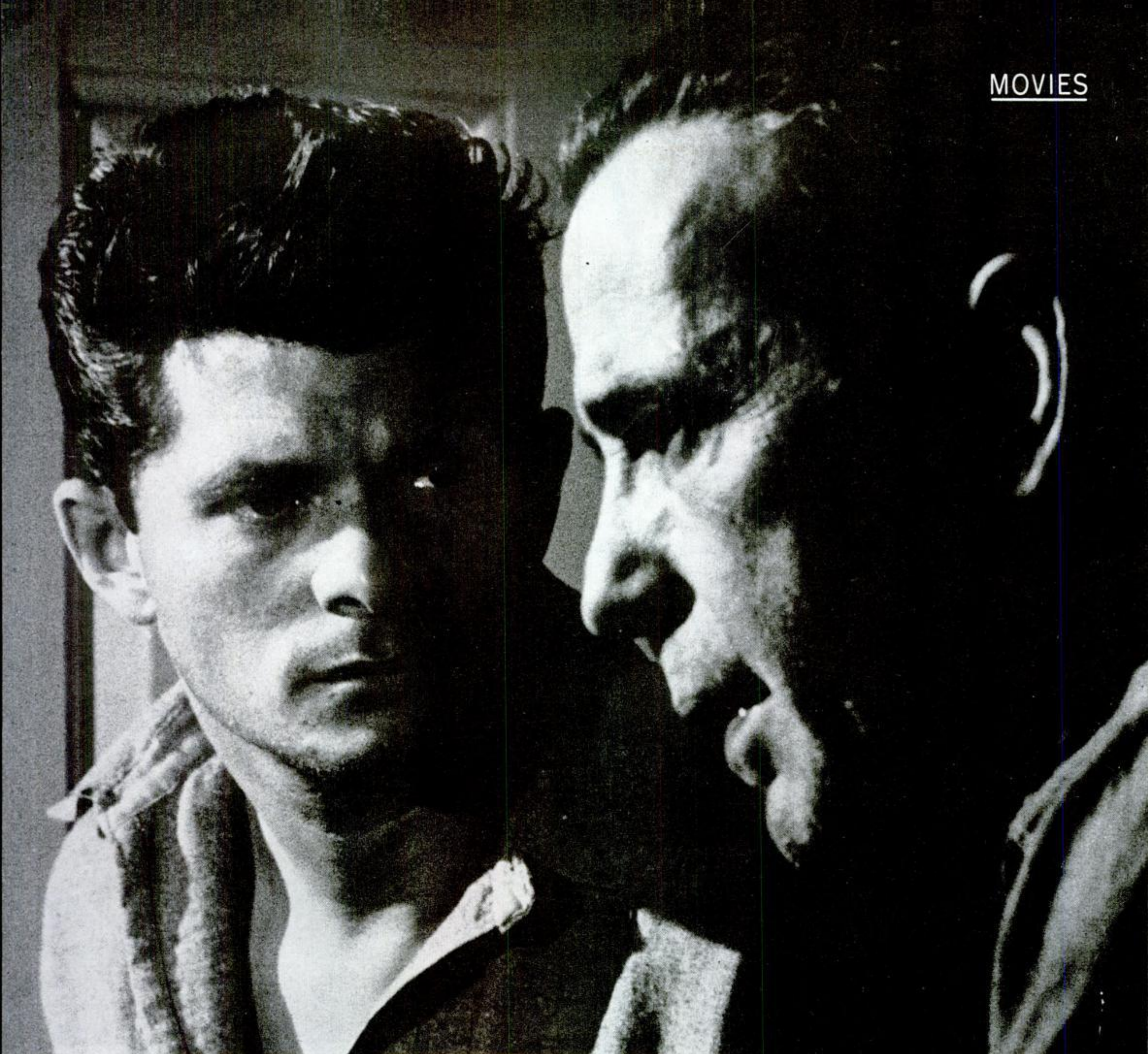
T. M.

As warm as fur, too. But so light it floats on your shoulders like the flutter of a feather. Borgana is the first word in cream-soft luxury, the last word in smartness. Only Borgana (an exclusive blend of Orlon and Dynel) looks and feels like Borgana. You'll love it so, you'll hate to see cold weather go. At fine stores everywhere in Cognac (as shown), Champagne, Moonstone, Black... in misses, junior, petite and children's sizes. For name of store nearest you write any of the makers listed below.

MODELIA, INC., 205 W. 39th St., N. Y. • **KRAELER-FRASCA**, 500 Seventh Ave., N. Y. • **ALBRECHT FURS**, 21 W. 5th St., St. Paul • **ROTHMOOR CORP.**, 22 W. Madison St., Chicago • **ANNIS FURS**, 130 W. 30th St., N. Y. • **GORDON MFG. CO., LTD.**, 423 Mayor St., Montreal, Canada • **LINKER & HERBERT**, 205 W. 39th St., N. Y. • **MODE KIDDIE COATS**, 520 Eighth Ave., N. Y. • **ROSENBLATT & KAHN** (children's coats), 520 Eighth Ave., N. Y.

a BORG fabric Borg Fabric Division, The George W. Borg Corporation, Delavan, Wisconsin.

*Patented



CONVICT GLENN GRIFFIN (HUMPHREY BOGART), LEADER OF A TRIO WHO TAKE REFUGE IN HOUSE, ARGUES WITH PANICKY KID BROTHER (DEWEY MARTIN)

FACE OF FEAR

New terrors fill 'Desperate Hours'

These faces of good and evil and the characterizations behind them give Paramount's movie version of *The Desperate Hours* a far greater sense of terrifying reality and suspense than the story ever evoked either as a best-selling novel or Broadway play (LIFE, Feb. 28). At the same time, Joseph Hayes's harrowing tale of a suburban household terrorized by three escaped convicts is made humanly convincing by the consummate skill of the film's entire cast and the unpretentious staging of its director, William Wyler. Humphrey Bogart is grimly perfect as the snarling ringleader, Fredric March is almost sure of an Academy nomination for his frightened but heroic father. The rest of the family (pp. 112, 115) displays the extraordinary courage that flows into plain people menaced by a common danger—not the least of which is the looniest, scariest bad man (Robert Middleton, right) seen on the screen in a long time.

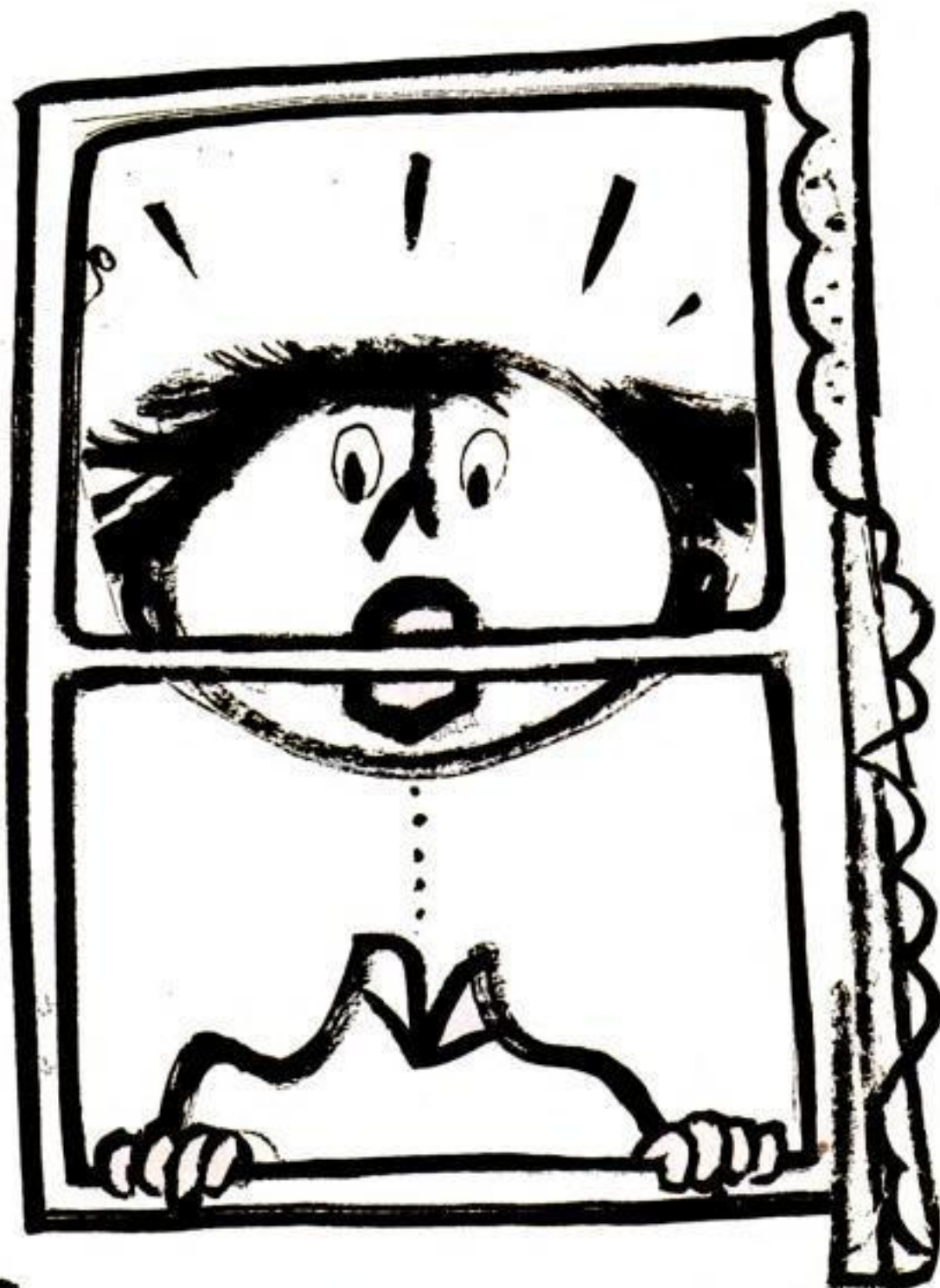
GRIM ENCOUNTER takes place when the embattled father (Fredric March) is threatened with gun by the most vicious and moronic of three escaped outlaws.



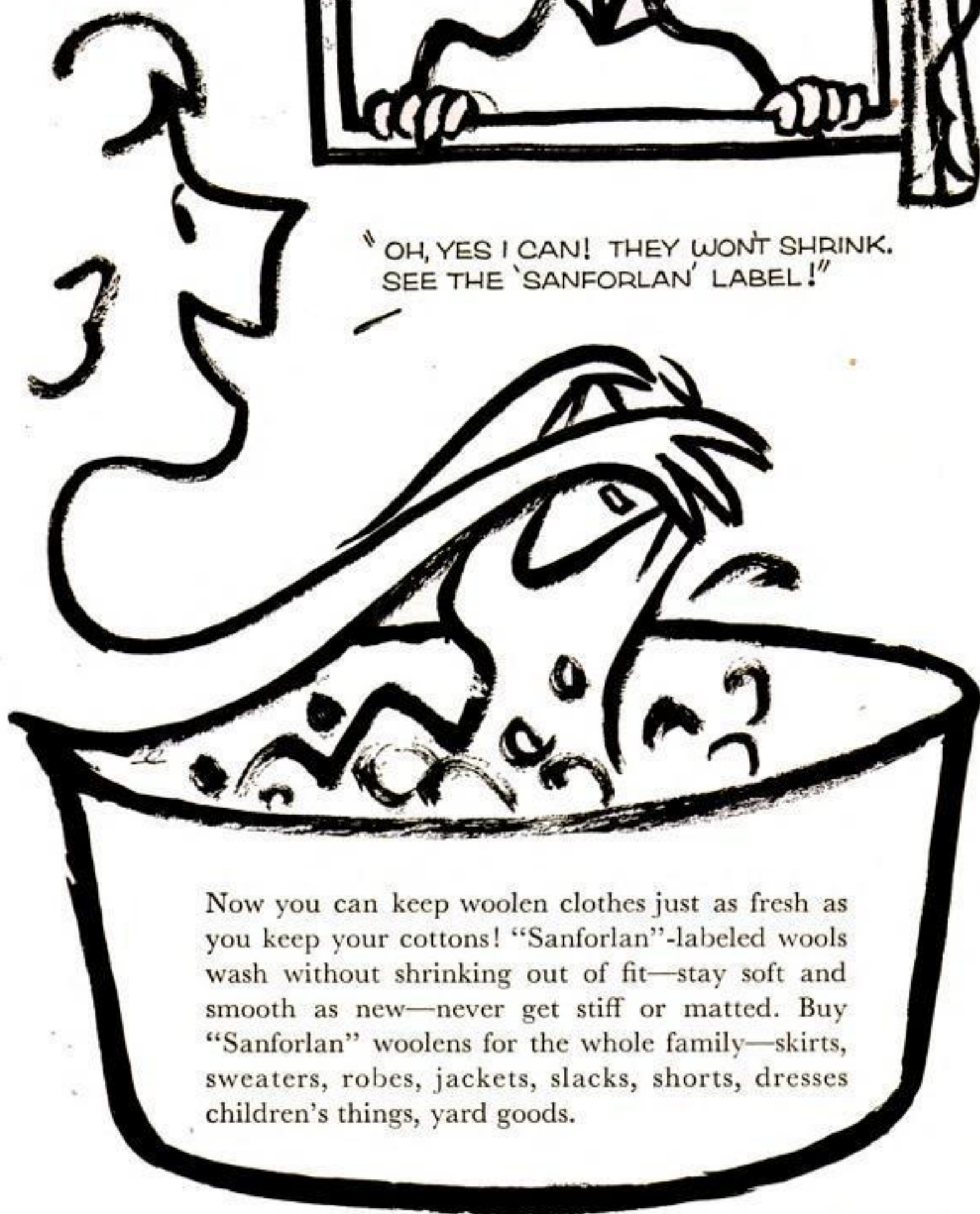
CONTINUED

BUT IT'S WOOL!

"YOU CAN'T WASH THOSE, MARY..... THEY'RE WOOL!"



"OH, YES I CAN! THEY WON'T SHRINK. SEE THE 'SANFORLAN' LABEL!"



Now you can keep woolen clothes just as fresh as you keep your cottons! "Sanforlan"-labeled wools wash without shrinking out of fit—stay soft and smooth as new—never get stiff or matted. Buy "Sanforlan" wools for the whole family—skirts, sweaters, robes, jackets, slacks, shorts, dresses children's things, yard goods.

WOOLENS WON'T SHRINK OUT OF FIT WHEN THE LABEL SAYS

SANFORLAN®

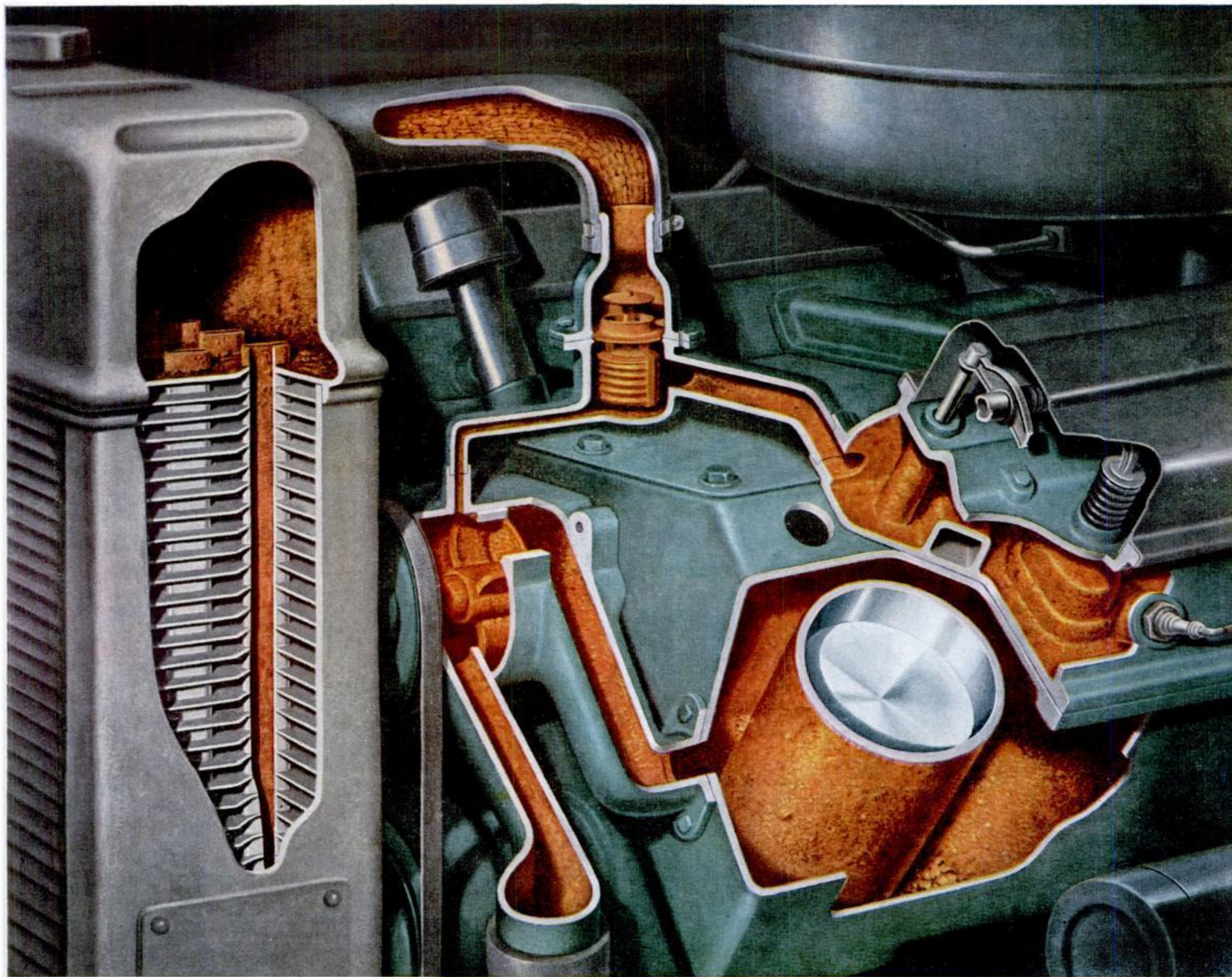
Brought to you by the "Sanforized" people. Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

FACE OF FEAR CONTINUED



AT GUNPOINT Eleanor Hilliard (Martha Scott) is bullied by the convict leader as he stalks into her living room and prepares to rule her household.

CONTINUED



RUST AND CORROSION in the engine's cooling system can cause overheating, clogging, loss of power, even a complete breakdown that means a big repair bill.



LABORATORY TESTS PROVE that new, improved PEAK is ideal for cars, trucks, even heavy-duty tractors. It gives unsurpassed all-winter protection against freeze-ups . . . plus better protection against rust and corrosion than any other national brand.

Now...beat engine rust with new, improved PEAK® Anti-freeze

It's the modern anti-freeze for the modern car!

Today's car demands an anti-freeze that does more than just prevent freeze-ups. For automobile experts know that the cooling system's worst enemy is *rust* and *corrosion* that cuts down engine efficiency and leads to expensive repair bills.

That's why our chemists spent years in research to improve PEAK and make it *the* modern anti-freeze for the modern car. The new PEAK is really different — thanks to an exclusive rust-inhibitor combination (Patent Pending). *It provides better protection against rust and corrosion than any other national brand.* And it gives unsurpassed freeze-protection down to 75°F. below zero if needed. No fuss or bother, either — for

one filling of PEAK lasts all winter — it won't evaporate or boil away.

More good news . . . PEAK assures "Full Range Protection" . . . complete protection from harmful rust and corrosion whether your climate — North or South, East or West — requires a lot or just a little to prevent freeze-ups. And it won't creep, leak or seep from any cooling system tight enough to hold water . . . contains a special anti-foam agent designed to prevent overflow losses. Best news of all . . . you pay no more to protect your car with new PEAK, the *modern* anti-freeze. A product of Commercial Solvents Corporation, New York 16, N. Y.

Ask your serviceman for PEAK Anti-freeze . . . only \$3.25 a gallon



**9 minutes after you open this package
you'll be serving hot biscuits like these**

*New improved Ballard Oven Ready Biscuits...
higher than ever...lighter than any!*



Now in your grocer's dairy case—new, improved Ballard Oven-Ready Biscuits. Higher than ever...lighter than *any*...count on 10 perfect biscuits every time!

New easy-open foil can works like a charm. Just peel... rap on table edge... twist open. Out pop 10 unbaked biscuits. Bake them nine minutes. *Delicious!*





FRIGHTENED FAMILY watches daughter (Mary Murphy) get phone call from boyfriend. Griffin forces her to see date so he won't be suspicious.



RUNNING FROM RINGLEADER, the Hilliards' boy (Richard Eyer) adds to family's danger because reckless bravery goads convicts into more violence.

CONTINUED

The Standard of Excellence on Five Continents

Longines

THE WORLD'S *Most Honored* WATCH



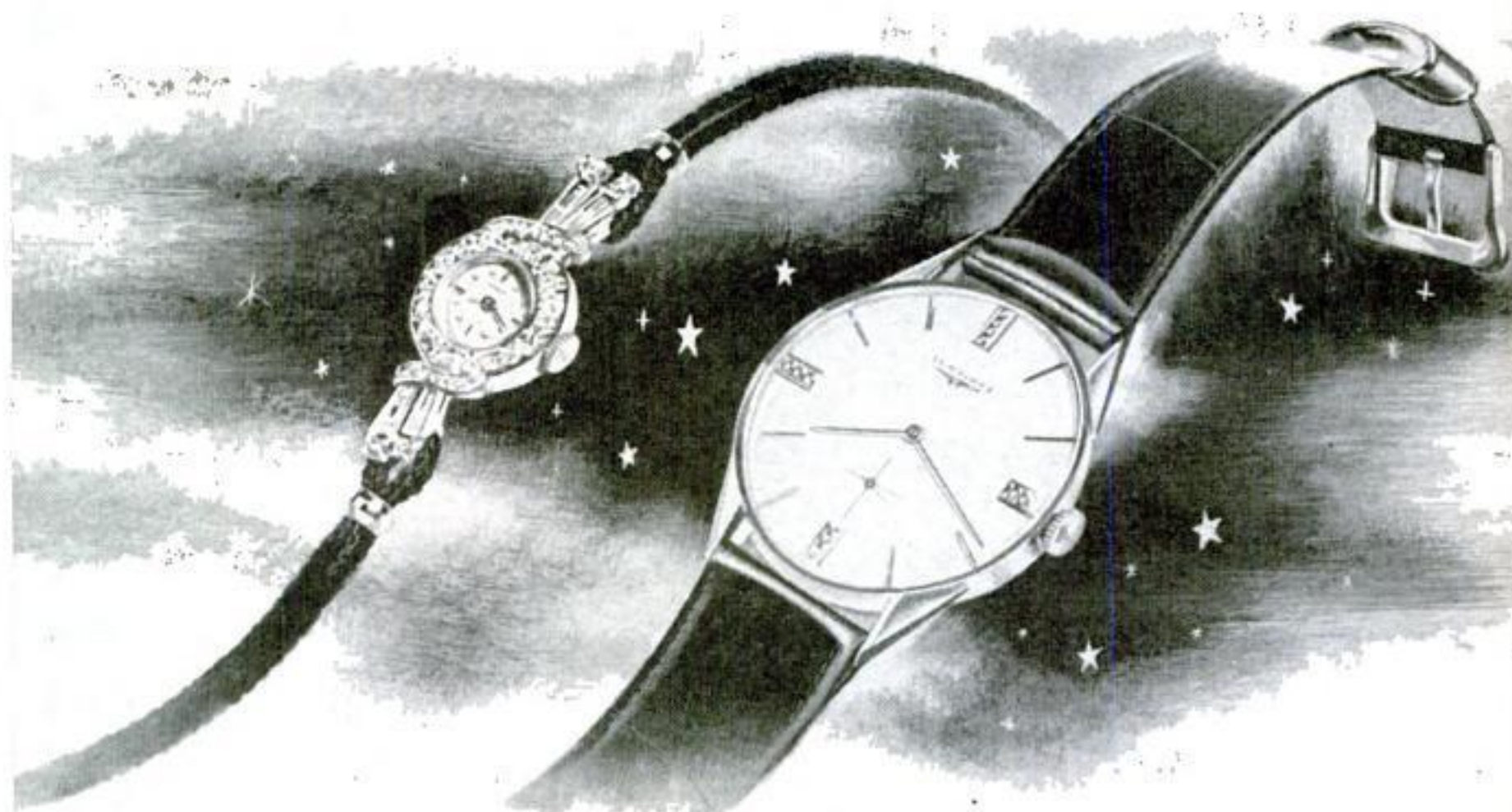
TEN WORLD'S FAIR GRAND PRIZES

28 GOLD MEDALS

HIGHEST HONORS FOR ACCURACY
FROM GOVERNMENT OBSERVATORIES

OFFICIAL WATCH FOR TIMING
CHAMPIONSHIP SPORTS THE WORLD OVER

THE FIRST WATCH
OF AVIATION AND EXPLORATION



Buying a watch is a serious business. You'll expect to wear it and consult it and trust it for a great many years. Look before you leap. Buy the best watch you can afford—and you can afford a Longines. ¶ Since a Longines is just about the finest watch in all the world, it does cost more. But if the Longines you want costs even *twice as much* as some other make, it would still be your best buy in the long run. Do you know, for instance, that the Longines watch you buy today will be actually *better than new* 10 or even 20 years from now? Given reasonable care, of course. That is one tangible result of Longines workmanship. ¶ In fact, the pleasure and satisfaction which comes from owning a Longines is priceless. It feels good to know that the watch on your wrist bows to no other anywhere in the world. And you know where you stand with time, all the time. ¶ Among the hundreds of different Longines watches—dress watches, sports watches, timers—there is one made just for you. Your Longines-Wittnauer Jeweler will be honored to help you choose your Longines, the world's most honored watch.

Watches illustrated—left, Starlight E-A 36, \$550; right, Pres. Wilson R, \$150.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER



BURL IVES, AUTHOR, "TALES OF AMERICA" • PAUL HENREID, NOTED MOTION PICTURE STAR

Paul Henreid and Burl Ives on the Care and Consideration of Guests

"First things first," says Mr. Henreid. "Why in the name of hospitality should anyone be denied his favorite cocktail just because he happens to be at a man's home instead of at a bar?"

"No reason at all," says Mr. Ives, "but save me from the by-guess and by-gosh mixer."

"Me, too. Luckily, more and more people are catching on to Heublein's — and greater consideration for a guest hath no man."

Heublein is the host's best friend. There are nine varieties of Heublein Cocktails, each blended to perfection of the same choice liquors you'd use yourself. Thus, without recipe books or messing about, you can serve each of your guests his favorite cocktail in a flash, simply by pouring it. Just stir it with ice . . . or pour over ice for the fashionable "on-the-rocks" cocktail. Each drink is full-strength and uniformly good — a feat only experts can accomplish.

Extra Dry Martini, 75 proof; Manhattan, 65 proof; Old Fashioned, 70 proof, and 6 other types.

And now, after dinner —

Heublein's full-flavored Cordials.

Connoisseurs agree that Heublein has outdone itself with these new Cordials, Liqueurs and Fruit Flavored Brandies. Nowhere, they say, will you find richer or truer in flavor. Creme de Menthe, 54 proof
Creme de Cacao, 50 proof
Blackberry Flavored Brandy, 70 proof
Twenty of the world's favorites . . . each so supremely delicious, it becomes a new taste experience . . . all at welcome domestic prices.
G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN
COCKTAILS — full-strength, ready to serve



Symbol of Hospitality
since 1875

CORDIALS — full-flavored, delicious

The Port of Destiny



COLUMBUS STATUE, designed by the late Gertrude Vanderbilt Whitney, was dedicated in 1929. Huge blocks of granite form the spectacular sculpture.



COLUMBUS' COURSE was down Tinto (above) to confluence with Odiel (at statue), then to sea.

FROM PALOS COLUMBUS SAILED TO AMERICA

Few Americans know the name of the village at right and fewer still have ever seen it, yet it is the birthplace of the New World. In the 15th Century it was a thriving port town of skilled seafarers and shipbuilders. During 10 warm spring and summer weeks of 1492 it bustled with the preparations of a new fleet and buzzed with speculation about a daringly ambitious voyage into unknown realms. On Aug. 3 it swelled in solemn prayer during the fleet's last hour in port.

Then, from Palos de la Frontera, nine miles from the Atlantic Ocean near the confluence of the Tinto and Odiel Rivers in southwest Spain, Christopher Columbus and his *Santa María*, *Pinta* and *Niña* set sail on the most momentous sea voyage in all history. Thirty-two weeks after he left, Columbus anchored again before a proudly rejoicing Palos, his first epochal exploration of the New World done.

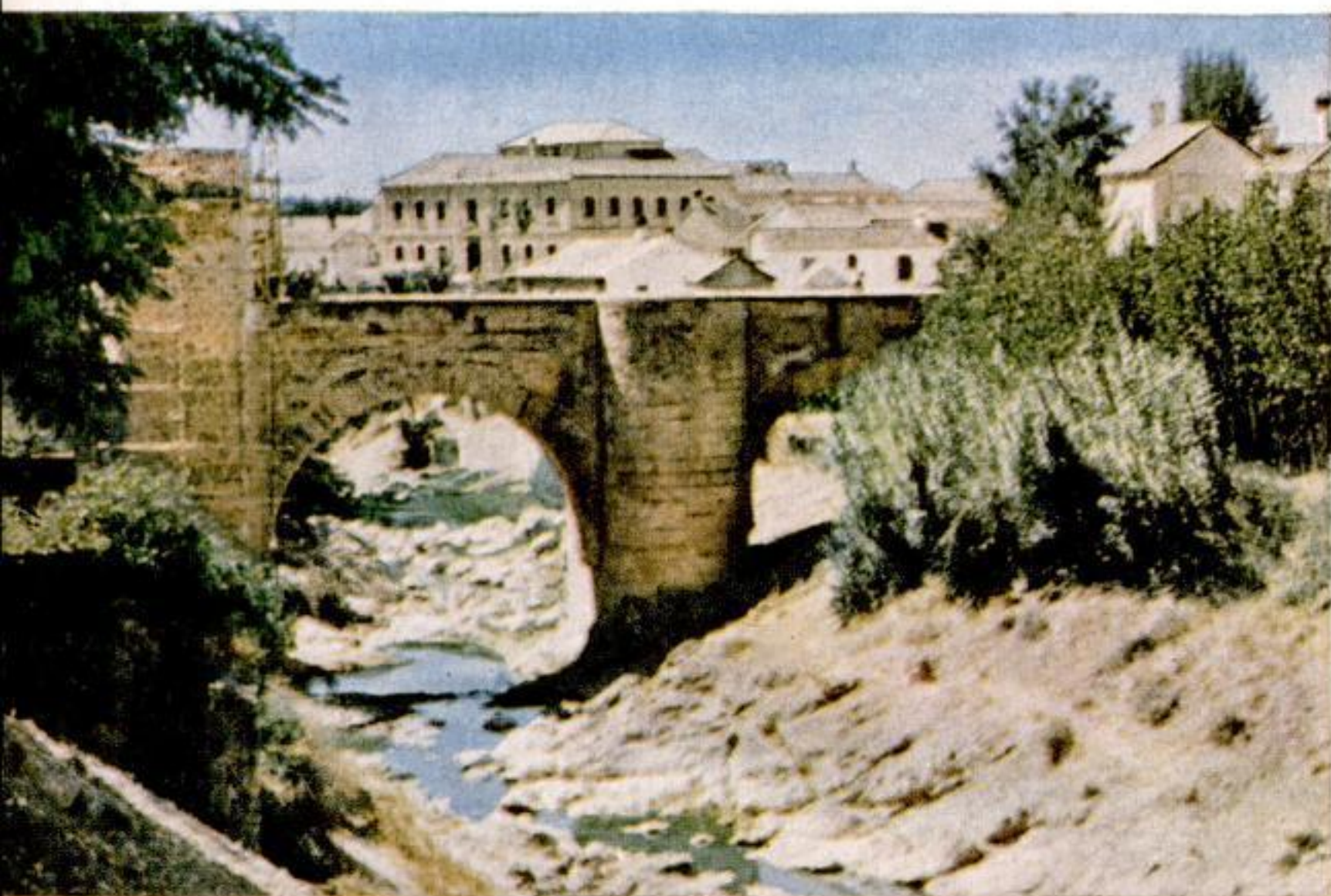
How Palos came to be the "Port of Destiny" is told by a modern student of the Columbus story, Kent Cooper, on a following page. Today, however, Palos is no longer a port. The Tinto has receded and farmland separates the town from water. Its 2,600 people, who include the last descendants of Columbus' crewmen, are tillers of the soil. But in and around Palos, the Spanish landmarks of the seafaring epic still exist, and at the head of the waterway which Columbus took to westward seas there is a landmark gratefully given by America: a 114-foot-high statue of its deathless discoverer.

Photographed for LIFE by
FRANK SCHERSCHEL

PALOS TODAY lies well away from Tinto (left rear) which once flowed close to church (center).







BRIDGE OF GOOD LUCK, Pinos Puente near Granada, was where Columbus heard that Spanish court would back his enterprise. The bridge was built in 675.

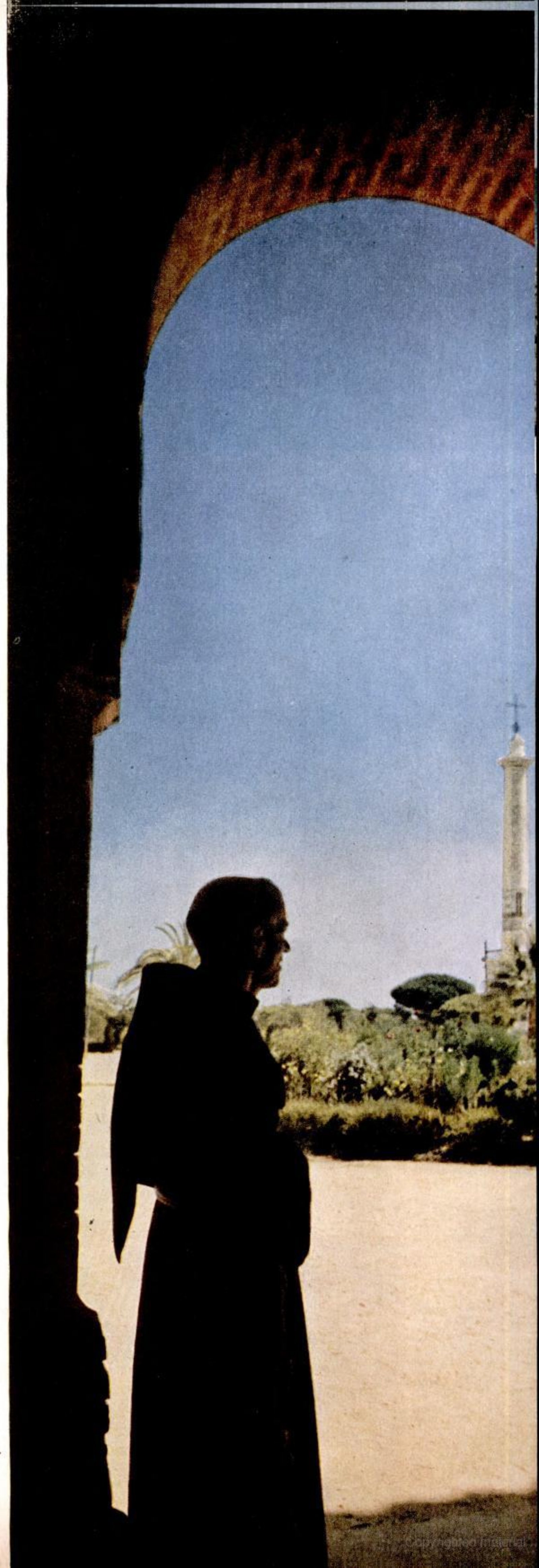
MONASTIC HAVEN FOR A SAILOR

The Franciscan monastery of La Rábida, set on a bluff three miles below Palos, gave Columbus refuge and strength throughout his stay in Spain. When he arrived in Spain in 1485 with his son Diego, La Rábida friars took Diego in and helped arrange Columbus' presentation at the court of Ferdinand and Isabella. In 1491, weary of the court's delay in acting on his plan to sail to the "Indies," Columbus called at La Rábida to take Diego away. He now meant to try his luck in France, but Friar Juan Pérez obtained another royal audience for him. This too seemed a failure and Columbus and Friar Juan were on their way back when Isabella's courier overtook them at Pinos Puente (*above*) with the glad tidings that Spain would finance the voyage after all. The night before he finally sailed, Columbus prayed before the shrine of Our Lady of Miracles at La Rábida.



HOSPITABLE MONASTERY of La Rábida was largely restored after falling into disrepair during long period when Catholic orders were banned in Spain.

OLD ARCH, unchanged from days Columbus entered monastery by it, looks on shaft to his memory. ➔





DISCOVERER'S PORTRAIT hangs in cell Columbus occupied during visits at monastery. Painting was slashed by Communists during Spanish civil war.



EXPLORER'S SHRINE of Our Lady of Miracles is kept continually lighted and Franciscan monks

of La Rábida today pray before the same alabaster figure of the Virgin Mary that Columbus revered.

CONTINUED

Copyrighted material

PORT OF DESTINY CONTINUED

TESTIMONIES TO GREAT DEEDS



HISTORIC CHURCH, St. George's in Palos, was scene where holy Mass was said for Columbus' crewmen, their families and friends on morning fleet sailed.



COLUMBUS' ARMS, granted by court in 1493, commemorate his discovery in the lower left quarter, showing islands in sea.



MODERN DESCENDANTS of captain of the *Pinta* are María Teresa Hernández Pinzón (right), her mother (rear) and her aunt, who live in house said to be his.

TO THE WEST sun sets behind Columbus monu-
ment as his image looks down waterway to Atlantic. →



Bargain in delicious Armour Star Chili

SAVE  **25¢**
when you buy two cans

TASTES SO GOOD—COSTS SO LITTLE—Save money on the best-tasting Chili you've ever had! We'd like you to try the wonderful combination of tender meat, plump beans and delicately blended sauces in Armour Star Chili. That's why—when you buy two cans—you get a refund of 25¢, plus 3¢ postage.

Lean meat gives Armour Star Chili its substance. A real western sauce gives it zest. Simmered for hours, Armour Star Chili is smooth as spiced velvet.

EASY! HERE'S ALL YOU DO. Just go to your store. Get two cans of Armour Star Chili. Take labels off both cans; send to Marie Gifford, Box 7400, Chicago, Ill. *Include your name and address.* Only one refund per family allowed. This offer is for a limited time. Hurry! Labels must reach Marie Gifford, the famous Armour home economist, before December 31, 1955. Send your labels in today! Get a 25¢ refund, plus 3¢ postage.



You know it's good!

ARMOUR
STAR

The Armour Star label is one of
the world's great guarantees!

HOW PALOS BECAME THE HISTORIC PORT

by KENT COOPER

Kent Cooper, one of the great figures of modern American journalism, was born in Columbus, Ind. As a very young boy, he asked his father how his town got its name and first heard the story of Christopher Columbus. The story has fascinated Cooper all his life and has resulted finally in his forthcoming book which bears the name he gave Palos, Port of Destiny. Doing research, Cooper visited Palos in 1954 to reconstruct on the spot what happened there in 1492.

Why was Palos chosen, over such bigger and better known ports as Cádiz and Seville, to be the home port of Columbus' great voyage?

Certainly the choice was sentimentally fitting. Palos was the first town in Spain that Columbus ever saw. He came there by ship from Lisbon in 1485, after losing hope of getting Portuguese backing for his great enterprise, and almost from the day of his arrival he found support in Palos. The monks of nearby La Rábida decisively advanced his cause, encouraged to do so by the learned laymen of the Palos area. Insofar as he had a say in the selection of his port, Columbus must have favored Palos.

There were some good practical reasons too. The people of Palos had a high degree of maritime skill, developed during several decades of trading trips along the African Guinea coast. Her shipowners commanded a number of swift and seaworthy *caravels*, the little three-masters with their broad bows and high, narrow poops that sailed smartly on either the high seas or in coastal waters. Moreover, in the Palos folk there was an adventurous spirit, essential for any assault on the unknown.

If these considerations were weighty, Ferdinand and Isabella had a reason of their own. Among their orders for the outfitting of Columbus' fleet was a letter which was read from the pulpit of St. George's Church on May 23, 1492 and which told Palos' citizens: "Know ye that whereas for certain things done . . . by you to our disservice you were condemned and obligated by our Council to provide us for a twelvemonth with two equipped *caravels* at your own proper charge and expense . . ." Palos had somehow offended their sovereign majesties and therein Ferdinand and Isabella saw their opportunity to make Columbus' voyage much less costly to the royal exchequer. The court would pay for *Santa María* and all the crews' wages, but Palos would be fined the costs of *Pinta* and *Niña*. That settled the matter!

However they may have resented the royal penalty, the people of Palos bore it manfully. They got the two *caravels* ready in 10 weeks, while Columbus oversaw their work and himself readied his flagship, the *Santa María*. Martín Alonso Pinzón of Palos commanded the *Pinta*, his younger brother Vicente Yáñez Pinzón the *Niña*. Most of the crews for all three ships came from the Palos country and acquitted themselves well.

Before daylight on that historic August day the bells in the steeple of St. George's Church rang out just as they do today, calling the sailors to their last worship on shore. Finally the three ships hoisted sail, weighed their anchors and started for the sea. On Oct. 12 Columbus and his men stepped ashore in a vast New World and established the little town of Palos that had sent them forth as the Port of Destiny.



AT COMMEMORATION this year of sailing from Palos, U.S. Ambassador to Spain Lodge gives box of earth from Mount Vernon to a Spanish dignitary.



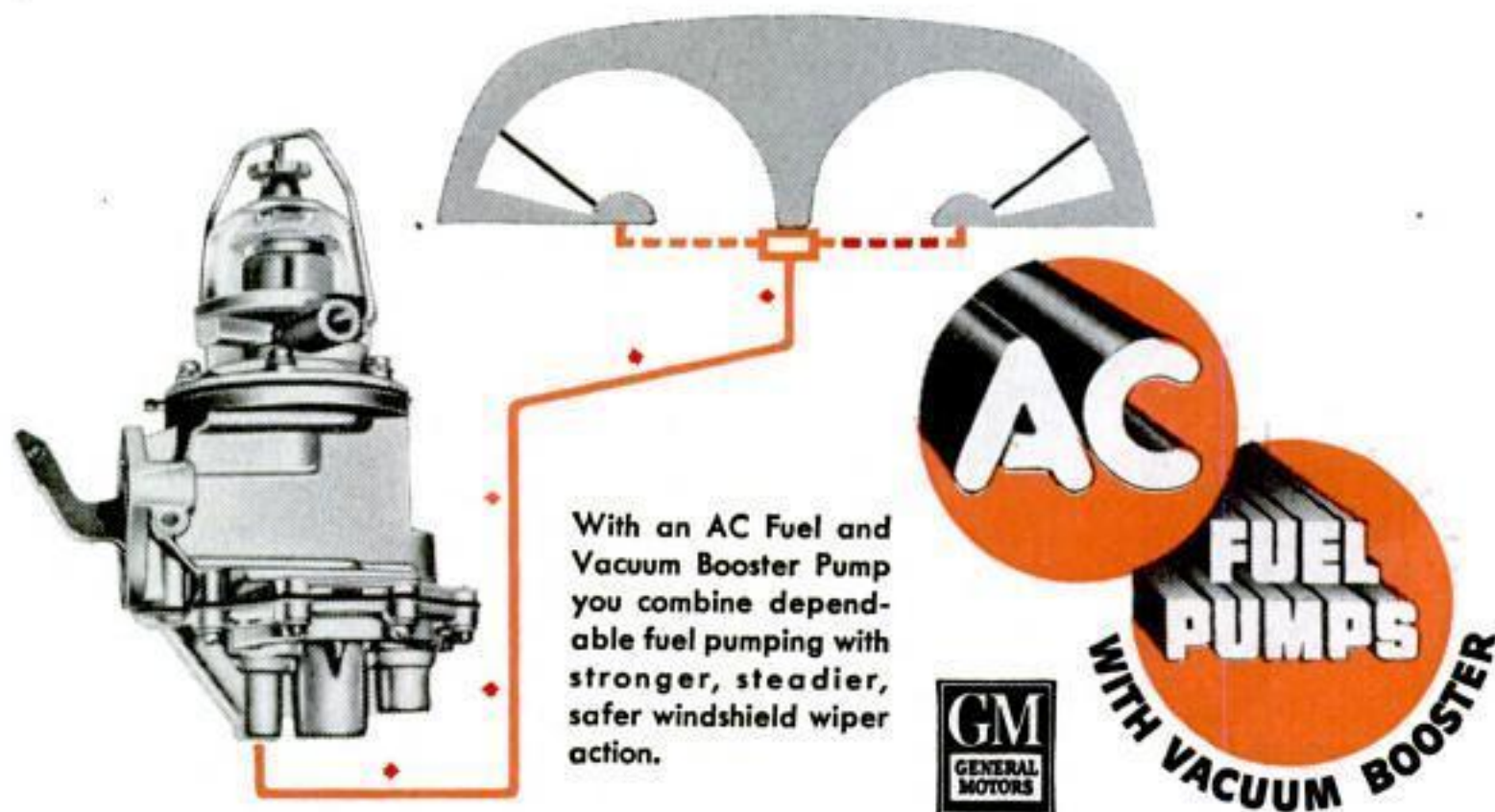
Mr. Vacuum will see you home safely on a rainy night!

It's dark — it's rainy — there's heavy traffic — visibility is poor! Safe vision at such times depends upon strong, steady windshield wiper action to keep the obscuring rain cleared from the glass. That's when you need the help of Mr. Vacuum!

That's what an AC Combination Fuel and Vacuum Booster Pump provides. Perhaps your car has one — many cars do. If not — your AC dealer can easily replace your present fuel pump with this double-value, double-purpose AC product.

Safety is everybody's business. You'll drive under trying conditions more safely, more comfortably, and with less fatigue if you ride with Mr. Vacuum. It's the extra vacuum power that insures safer vision.

AC FUEL PUMPS ARE STANDARD FACTORY EQUIPMENT ON 9 OUT OF 10 CARS AND TRUCKS ON THE ROAD TODAY!



With an AC Fuel and Vacuum Booster Pump you combine dependable fuel pumping with stronger, steadier, safer windshield wiper action.



WITH VACUUM BOOSTER

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN



LEISURE JACKET made of red wool (\$85) has vertical breast pockets, action pleats in back. (Style was last popular during Clark Gable's early days.)



FOUR-BUTTON SUIT for business is in tweed (\$125) with wide shoulders. (The suit flies in face of Ivy League style which has only three buttons.)



DINNER JACKET of mohair (\$135) has satin binding, lacks traditional silk lapels. (Normally binding around edge is associated with schoolboys' blazers.)



FOUR-PIECE ENSEMBLE (\$290) consists of a beige gabardine suit with yoke, paisley-printed challis vest and

knee-length gabardine topcoat, also with yoke, lined with matching print. (The yoke is the seam across the chest.)

Tailored Trap for Men

NEW ITALIAN STYLES AIM TO OUTMODE WARDROBES

The American male who is accustomed to buying new clothes only when the old ones wear out is in for a sartorial shock. By accepting such minor fashion flings as pink underwear and ruffled evening shirts, he has encouraged merchants this fall to try to make existing clothing as obsolete for men as last year's Dior dress is for women.

The splashiest move in this campaign is a collection of 14 outfits designed by Custom Tailor Savini

of Brioni (of Rome) which has just gone on sale in 22 of the 25 Associated Merchandising Corp. department stores, from Filene's in Boston to Bullock's in Los Angeles. Savini's new wardrobe includes such startling innovations as matching ensembles (*above*) and brass-buttoned overcoats (*p. 129*). Already negotiating for the second collection to be presented in the spring, the A.M.C. has bet an initial half a million dollars that these styles are only the beginning.

CONTINUED

FOR A HEARTY "FRONTIER" BREAKFAST



YOUR TASTE
TELEGRAPHS...

THIS IS IT!



TELEGRAM

For good eating, take
your choice of these
3 delicious Karo syrups:

- **DARK** (blue label)
...rich, full-bodied
- **LIGHT** (red label)
...mildly sweet
- **WAFFLE SYRUP**
...maple-y



Produced by Corn Products Refining Co.

LITTLE FRONTIER SCOUT
(AND MRS. F. S.)
AT YOUR HOUSE

IMPORTANT. RUSH THIS MESSAGE TO MOTHER AT ONCE.
FOR A HEARTY "FRONTIER" BREAKFAST...ALL HANDS
LOVE FLAVOR OF RICH WONDERFUL KARO SYRUP...
NEVER TASTED PANCAKES SO GOOD. REQUEST ONLY
KARO SYRUP BEGINNING TODAY. REPEAT. ONLY KARO.
AMERICA'S BEST LIKED SYRUP

BIGGEST BARGAIN IN BABYLAND!



**Joan Thayer
has a free gift
for your new
"baby-to-be"
during
this great
October Sale!**



Mothers of all babies can benefit from this sale. And with Christmas coming, so can all relatives and friends! But we are holding the sale especially to introduce the famous Thayer name to new mothers.

If you are "expecting", most stores will hold articles for a small deposit, until you are ready. What's more, Thayer wants to send a present to your

baby. If you select a crib, baby will receive a crib bumper worth \$3.75. If you select a coach, gift will be a carriage pad worth the same. Offer applies only to the four cribs and two coaches advertised on this page. Your store has all the details. But you must act before October 31!

Joan Thayer®

AND MORE WONDERFUL THAYER BARGAINS



New THAYER "Baby-Haven" TABLE—New design, circular, 30" in diameter... polished metal with plastic stain-resistant top. Adjustable-height legs with positive locking. Center seat folds to make flat surface... whole table folds compactly for storage. A safe haven for baby's eating and playing... at a wonderful value! \$32.95

THAYER "Tot-Safe" BABY TABLE (not illustrated). \$27.95

New THAYER "Chrome D'Lux" FOLDING HI-CHAIR—Gleaming beauty for a modern home. Tip-proof safety. Vinyl plastic covered seat and back, 3-position removable plastic tray. \$17.95



THAYER 2-Way HI-CHAIR. Tip-proof, in handsome wood with charming duck decal. Converts to low play-chair and table! \$14.95



THAYER Luxury CRIB MATTRESS—Just the right firmness for baby. Waterproof covering over solid curled hair and pure latex with ventilators. Extraordinary value in this top quality mattress! \$15.95

New THAYER "Fast-Fold"® PLAY PEN—Most convenient play pen ever made! Folds, pad and all, with a touch of your toe on a pedal... yet locks safely in position! Price includes pad. \$20.95



THAYER "Jolly Jitney"® FOLDING COACH—Body lifts out... use as bassinet or car bed. Plaid Fiberglas—or blue or grey leather-cloth—on chrome tubular frame. Top rail well padded. Wheels need no oil. \$21.95

Regular THAYER Folding Coach (not illustrated), most trusted! \$39.95

THAYERIDE STROLLER—in FIBERGLAS—A 3-way bargain... stroller, sleeper, toddler! Fiberglas body on chrome-plated tubular folding frame. With canopy \$21.95. Without canopy \$19.95



THAYER Combination STROLLER-CARRIAGE (not illustrated) 4-position back-rest. Folding sides. Tubular chrome-plated frame. \$39.95



THAYER "Magic Carpet" Convertible CAR BED AND SEAT—Extension legs fit any car. Converts to sit-up! \$6.95

THAYER "Tot-Drive" CAR SEAT (not illustrated) with make-believe steering wheel. Baby sits or stands! \$3.95



THAYER JOLLY BOUNCER—Hours of fun for baby in this springy little chair! Fiberglas on sturdy steel frame. \$6.95

*Patent applied for

Prices slightly higher in West and South because of shipping costs.

THAYER, Inc.,
Gardner, Massachusetts

Visit your store during October, and...
Save \$10⁰⁰ on a genuine Thayer crib!

The THAYER "Mother Goose" Crib is a wonderful new model, with exclusive Snap-Fast hardware. Mother can assemble it in minutes, with no tools! Double drop sides, moving on chrome-plated rods with bar toe treadle... six-position adjustable spring... double stabilizing bars for rigidity! In maple, wax or honey birch, or white, gray or frosted gray enamel. Regularly \$49.95 October sale price **\$39.95**

THAYER "Lambkin" Crib (inset illustration). Footboard has gay twirling balls. Otherwise same construction as "Mother Goose." Maple, wax birch, or white, gray, or frosted gray enamel. \$10 saving! **\$39.95**

Other THAYER Cribs on sale (not illustrated)
"Cherub" **\$29.95** "Dream-away" **\$34.95**

THAYER CHEST — Beautifully made of northern hardwood... four roomy drawers... same finishes as Mother Goose Crib. **\$46.95**



CONFIDENTIAL —
FOR GRANDPARENTS ONLY!
(And Grandparents-to-be). Christmas is coming! Give a Thayer gift to those new parents and you'll have permanent PON (Privileges of the Nursery!) Remember, sale prices in effect only during October!



TWEED TOPCOAT is trimmed with brass buttons (\$125). Wide sash holds coat snug within confines of a sports car. (Wasp-waisted overcoats are widely worn in Italy and designer is trying to work idea into U.S. for country wear.)



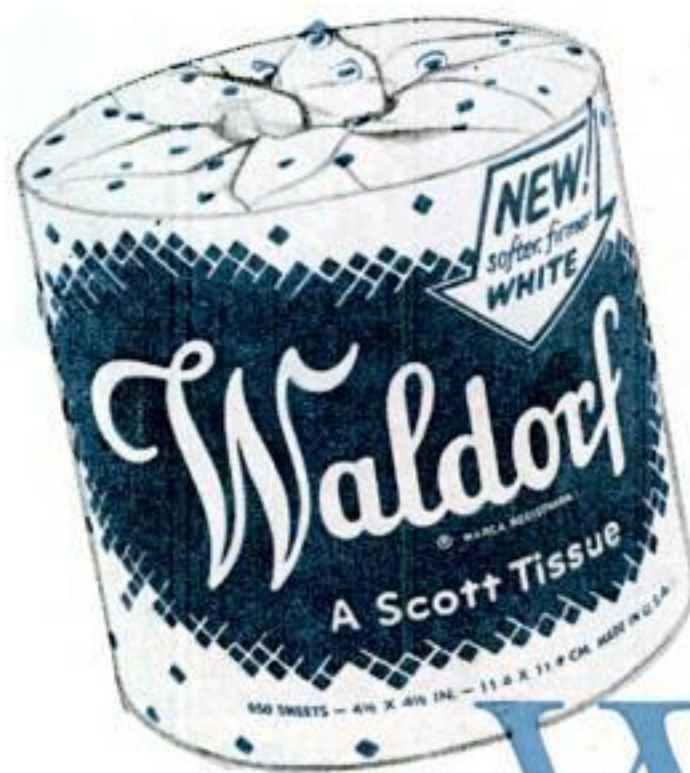
EVENING COAT in normal raglan style (\$150) is lined with printed silk and has silk tabs which slip over arms, turning it into a cape when worn over tails. (New male fashion jargon dubs this the "lean, light, columnar look.")

CONTINUED



U. S. Government figures for the past seven years show the number of American families having 3 or more children has gone up more than 47%

*For today's
"big families"*



Another great
Scott value

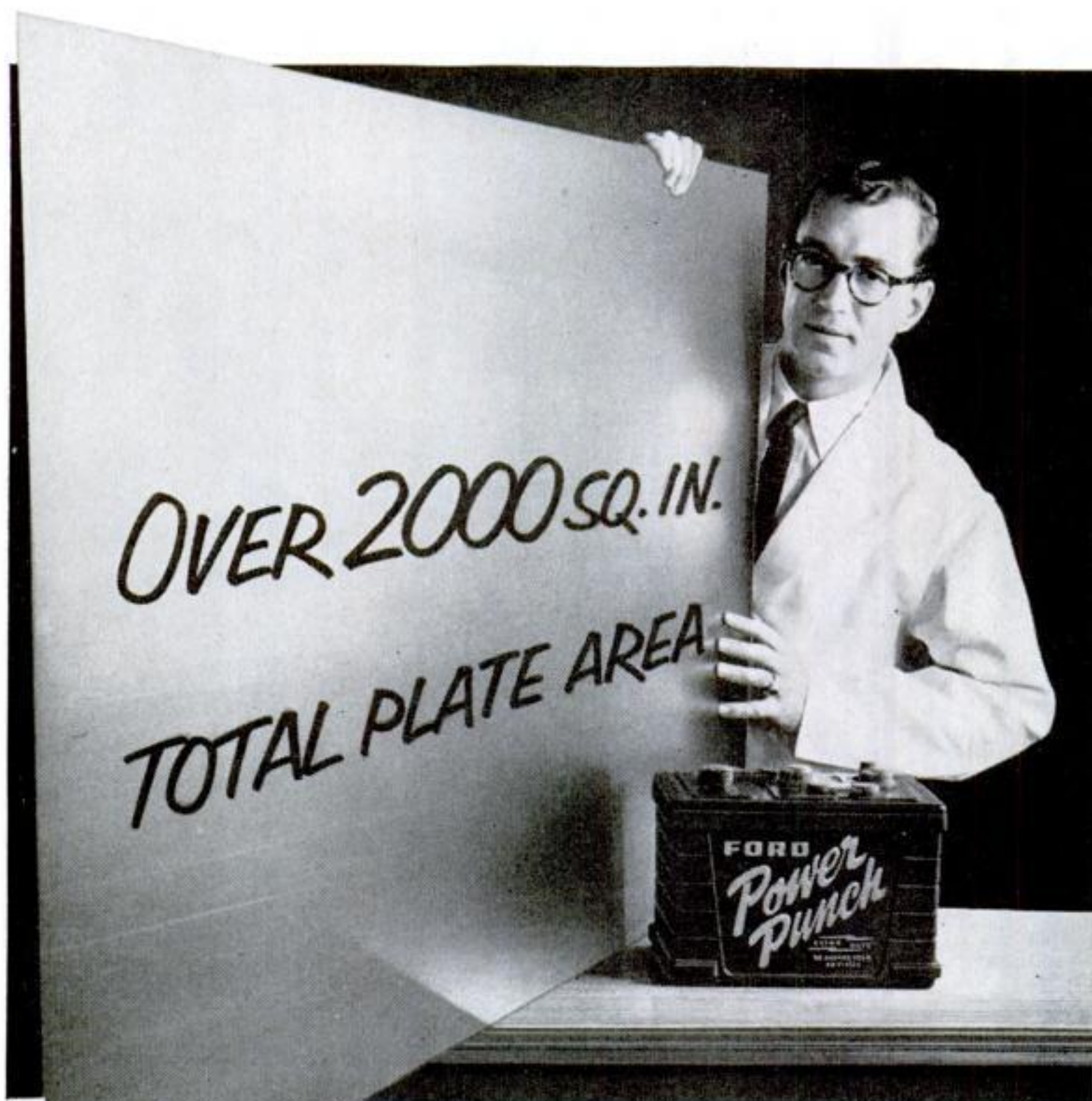
Waldorf
bathroom tissue
is baby soft,
luxury white, yet
low in price.
Get several rolls for
your family today.

Waldorf

Leading low-price tissue!

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Get the battery with the **GIANT PLATES**

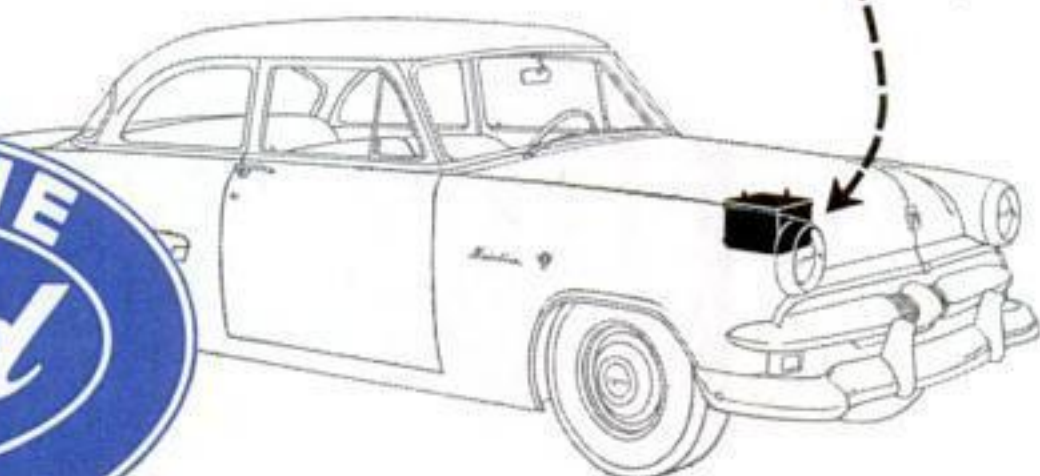


Giant plates of pure virgin lead and lead peroxide provide more than 2,000 square inches of plate area . . . one of many reasons why a Genuine Ford Battery is right for Fords.

Genuine Ford "Power Punch" Batteries have extra big plates to give you greater power and longer life

Now's the time to make sure for the cold months ahead, your Ford is ready to give the ready-to-go performance built into it. A simple check by your dealer will tell if a new battery is advisable. If necessary, he can supply the Genuine Ford "Power Punch" battery with the *right* capacity for your Ford's electrical system. Ford "Power Punch" batteries, like all Genuine Ford Parts, must pass exhaustive tests by the men who originally built your Ford before being approved for manufacture.

Remember, when replacements will add to your Ford's "go," insist on Genuine Ford Parts—they're made right, to fit right, to last longer.



Keep your Ford all Ford

TRAP FOR MEN CONTINUED



ITALIAN DESIGNER responsible for styles is Rome Custom Tailor Gaetano Savini, who remains personally loyal to an old-style double-breasted suit.



MAYOR AS MODEL, John B. Hynes of Boston is fitted in Savini's action-back tweed sport jacket which His Honor wore in a benefit fashion show.



Watch the Robert Montgomery Show every week on NBC-TV. See College Football every Saturday afternoon on NBC-TV.

Shaves so close – it leaves nothing on your face but a smile

New Perfection from Hi-Power Motor to Super-Honed Heads—Closest shaving instrument ever invented

A wonderful shaving experience awaits you with the new Schick "25". Right from the start you like its white and silver beauty. You even like the feel of it in your hand – and its precision look. Not to forget the start-stop switch that keeps you in control of the motor at all times.

And the motor is like music. Never a falter or flutter as it whisks through toughest stubble. You

enjoy the feel of the exclusive curved combs on your cheek. And those new Super-Honed Heads cut every whisker clean and easy.

Then you feel your face. No whiskers. No irritation. Nothing but a smile.

Ask about 14-day money-back home trial—and \$5 trade-in for your old electric shaver – any make, any condition. At all dealers and Schick Shaver Shops in principal cities, only \$29.50. Schick Incorporated, Lancaster, Pa.

More men use Schick Electric Shavers than any other make.

3 REASONS WHY NOTHING SHAVES YOU CLOSER THAN THE NEW SCHICK "25"

1. SUPER-HONED HEADS. Honed and finished to a sharpness unmatched by any other shaver. Result: easy, quick, and amazingly close shaving of every whisker. Never pull or pluck like ordinary shavers.

2. CURVED COMBS. Curved shape presses down skin around whiskers for gentle shaves. Combs guide each whisker into place no matter how it grows. Note larger, easier-to-clean Whisk-Its for clippings.

3. HI-POWER MOTOR. Snap it on with a touch of the switch. Goes twice as fast as an airplane engine at 300 mph. World's most powerful motor for its size. Power enough to shave the toughest whiskers.



THE SMARTEST GIFT you can give him is the closest shave he can get—and that's the new Schick "25"

Schick "25"

SILVER JUBILEE ELECTRIC SHAVER

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New! G-E automatic cooking

Boils, fries, warms food without attention.



**See all the other
automatic cooking helps**

Lighted pushbuttons. They click on exact surface heats *automatically* . . . light up to show which unit—and which heat—is on.

Automatic oven timer. Just put your meal in the huge 21-inch oven, turn two knobs. Food cooks *automatically* without attention. Oven floodlight, and indicator light that shows when oven is on are also *automatically* controlled.

Minute timer for cooking jobs from 1 to 60 minutes . . . buzzes to remind you when time is up . . . *automatically*. Fine for mixing cakes, boiling eggs, etc.

Timed appliance outlet starts your coffee-maker, radio, toaster *automatically*.

And these automatic features are only some of the wonders-to-cook-with you get on a deluxe G-E.

EASY INSTALLATION! Your G-E dealer can make arrangements for 220-volt wiring, if you don't already have it. (Remember, this is the first step toward modern electrical living.) Both the cost of the range and required wiring can be financed with one low down payment and easy weekly terms.

All this and color, too!

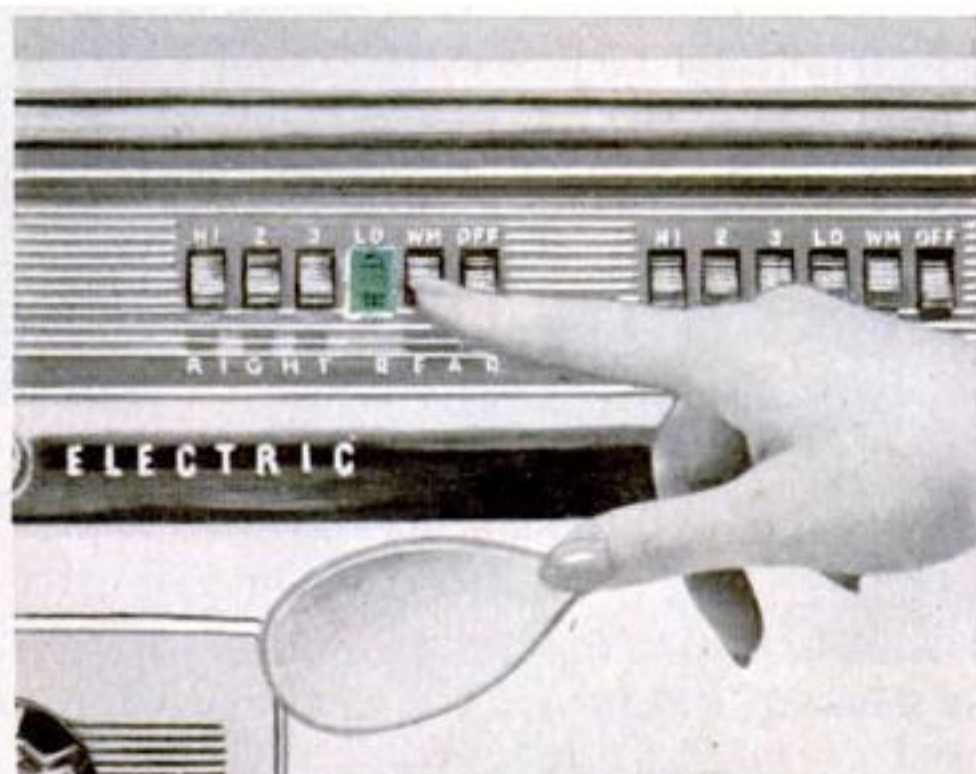


Mix-or-Match colors: satin white, turquoise green, canary yellow, petal pink, cadet blue and woodtone brown. Other General Electric Major Appliances, cabinets and Textolite® counter tops in the same colors.

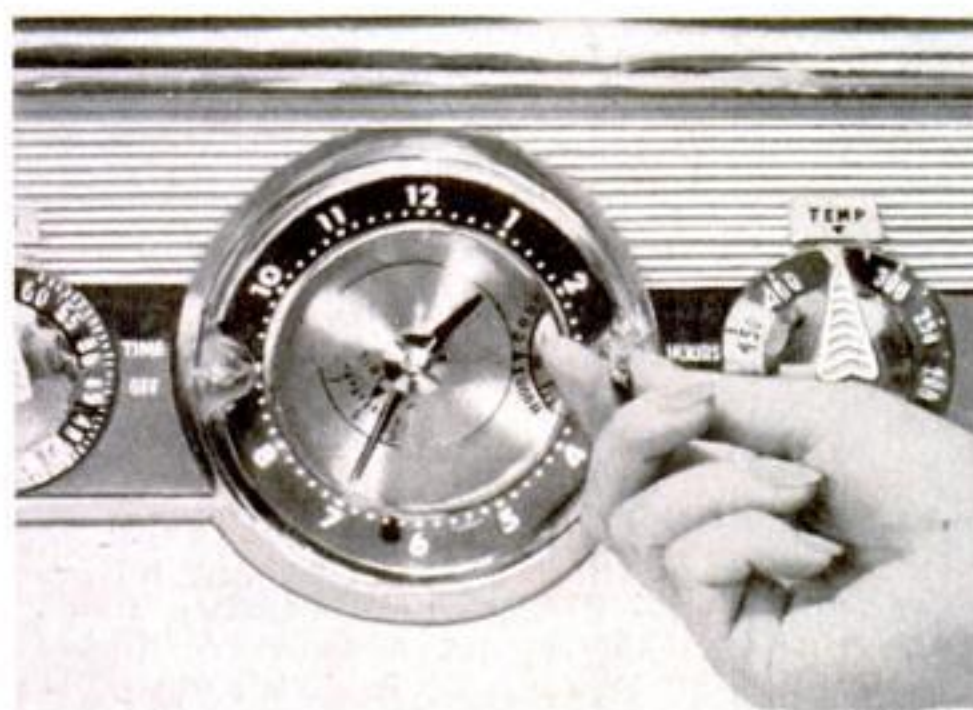
Be modern . . . cook electrically

The beautiful Stratoliner also has oven that holds a meal for 24 with new, "starlight" gray fashion liner that's so easy to clean. Fluorescent lamp over cook-top. 3 big storage drawers. Removable drip pans and

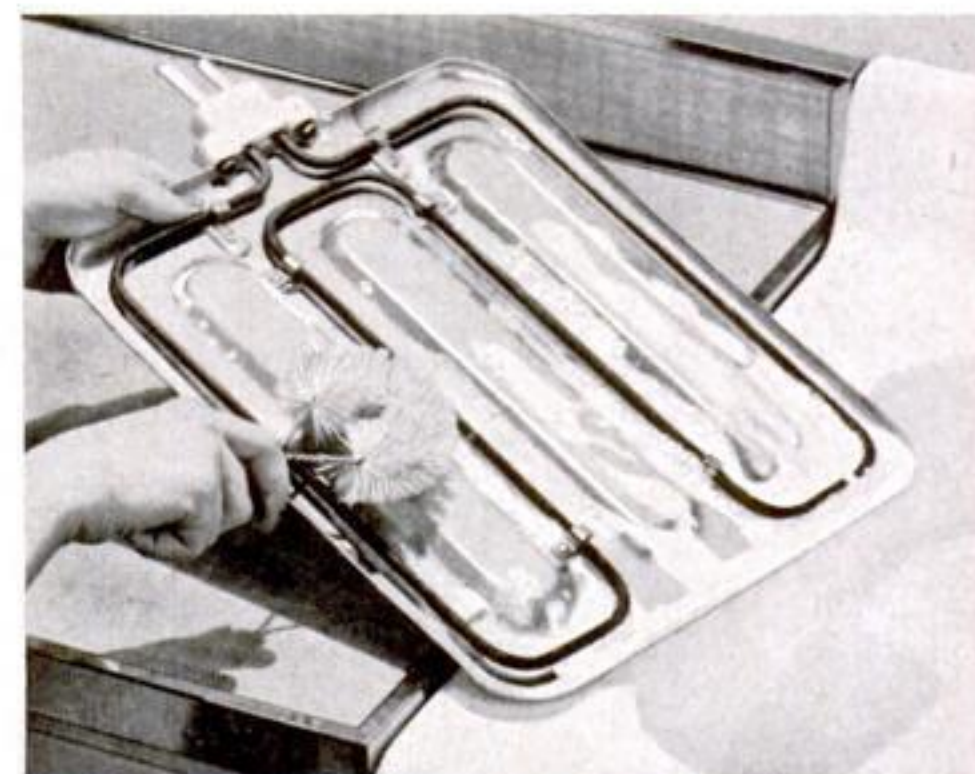
trays. See the Liberator . . . double oven version of the Stratoliner, and other 1955 G-E ranges at your G-E dealer's. He's in the classified phone book. General Electric Company, Appliance Park, Louisville 1, Ky.



Pushbuttons with Tel-A-Cook lights click on heats at a fingertip touch, even when your hands are full or wet. Colored lights show you from across the room which unit is on, at what exact heat.



New! Automatic oven timer. Easier than ever to use. Just 2 simple clock settings. Heat goes on, food cooks, heat goes off—without attention. As safe to leave as your electric refrigerator.



Fully enclosed Calrod units. No old-fashioned open coils. "Focused Heat" broiler gives meats delicious "charcoal" type flavor. Bake and broil units pull out for easy oven cleaning.

unit..just "set it and forget it"!

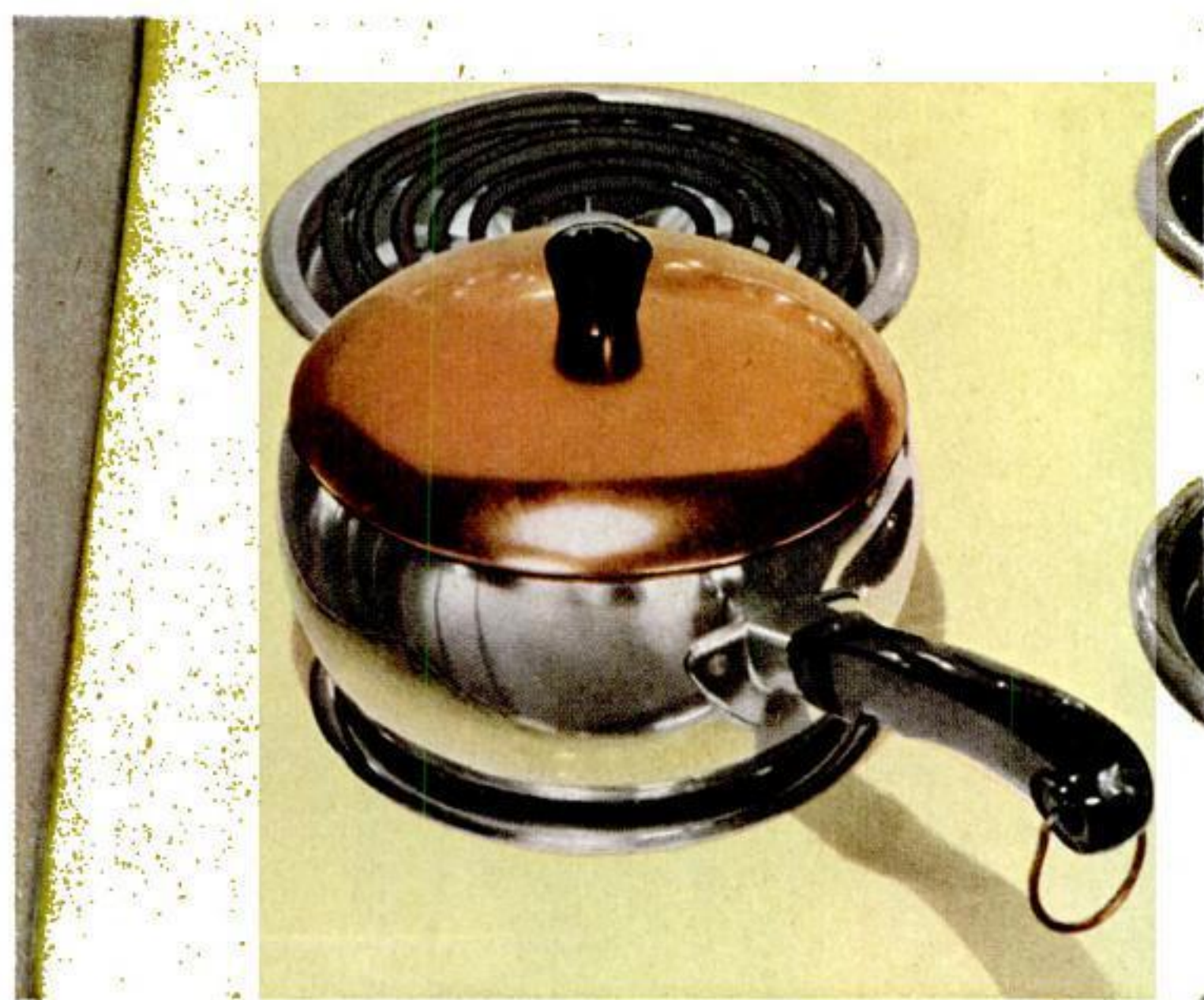
Makes everyday utensils automatic!



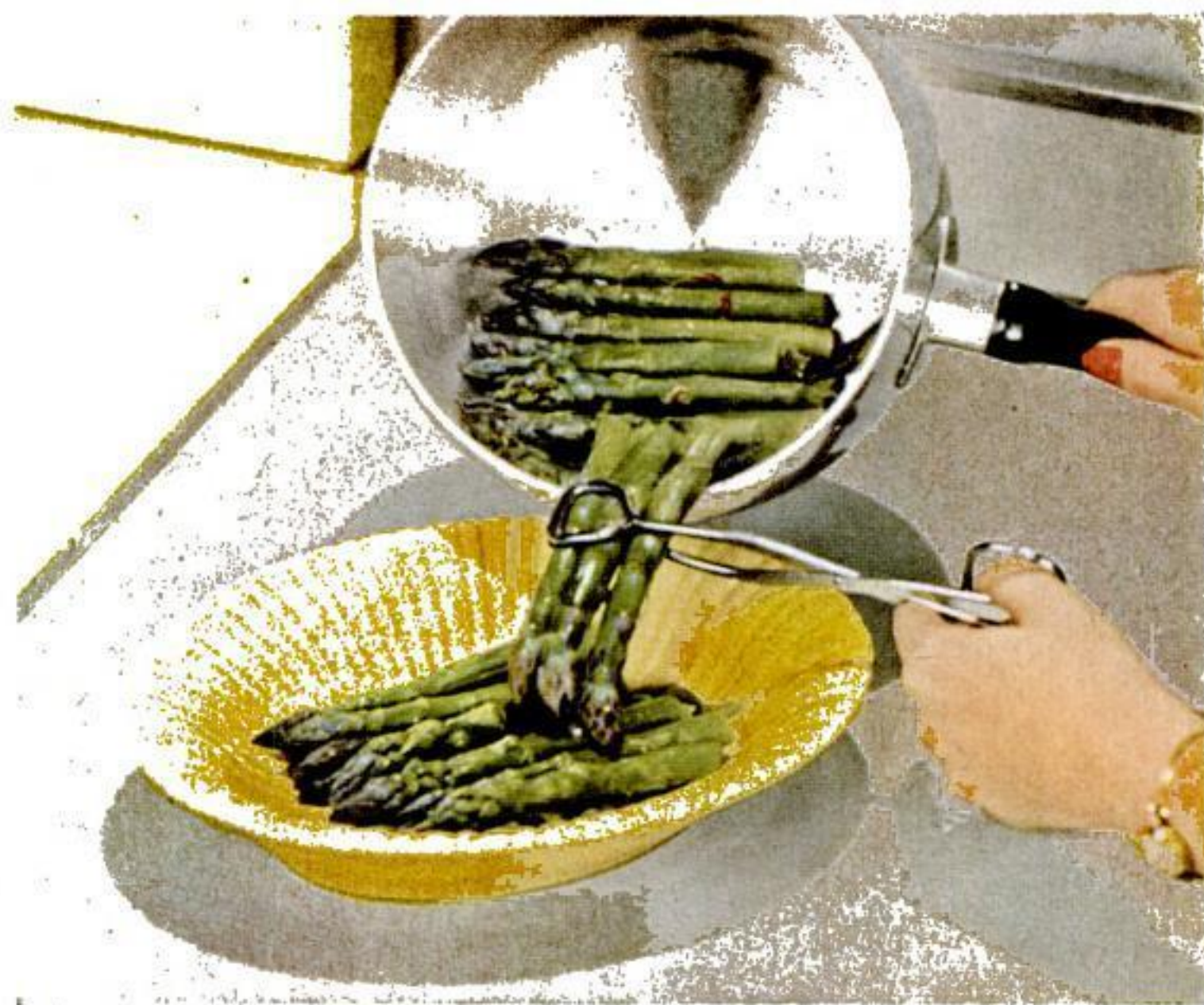
1. So easy to use. New Calrod® cooking unit controls heat from the time you start food cooking until you take it off, perfectly done. To cook asparagus, add water and salt, put in covered pan, place on automatic unit.



2. Now set control dial to Lo. Dial is marked for every kind of cooking job from hi-heat frying to lo-heat warming. Lighted panel on backsplash shows that automatic unit is on.



3. You've set it, now forget it until food is done. New G-E Calrod unit comes on at full hi-heat, quickly brings food to proper cooking temperature, then automatically holds it there.



4. At the end of the cooking time, your asparagus will be done just right. No need to wait to turn heat up or down. And you can fry bacon, warm baby's milk just as easily the G-E automatic way.

Speed-Cooking ranges . . . so safe . . . so clean . . . so dependable

GENERAL  ELECTRIC

When it's cold outside
it's warm inside
cozy-lined

BLUE BELL

match-ups



Look for the Blue Bell Qualitag—your money-back guarantee



THREE TO MATCH, inside and out. Blue Bell's sturdy denim jacket and Dub-L-Nee suspender jeans lined with warm checked cotton suede to match the shirt. Sanforized* to wash without a worry. Jeans: sizes 2-6, **\$2.49**. Jacket: 2-4-6, **\$2.69**. Shirt: 2-6, **\$1.49**.



FIT FOR FUN. Thrifty Blue Bell threesome lined with colorful cotton suede, Sanforized* throughout. Rugged denim boxer longies have Dub-L-Nee, no-scratch rivets. Sizes 2-6, **\$1.98**. Jacket has elastic at sides for neat fit. Sizes 2-4-6, **\$2.69**. Shirt: 2-6, **\$1.49**.



CAREFREE COMPANIONS. Blue Bell's hardy denim jeans and jacket (not shown) lined with comfortable cotton suede. Jeans: sizes 4-12, **\$2.98**. 14-16, **\$3.98**. Jacket: 6-12, **\$2.98**. 14-16, **\$3.69**. Shirt can be worn tucked in or out: 6-18, **\$1.98**. All Sanforized*.



POPULAR PLAYMATES. Easy-on, easy-off Blue Bells. Denim suspender jeans have no-scratch rivets. The warm lining and blouse are gay plaid cotton suede. Both are completely washable, Sanforized* throughout. Jeans: sizes 2-6, **\$2.49**. Blouse: 2-6, **\$1.49**.



GAY GO-TOGETHERS. Blue Bell's trim-fit denim jeans lined with warm checked cotton suede. Adjustable waistband, concealed side zipper. Sizes 10-20, **\$3.98**. 7-14, **\$2.98**. Well-tailored blouse, sizes 30-40, **\$2.49**. 7-14, **\$1.98**. Both are Sanforized* throughout.

*Maximum shrinkage 1%. All prices approximate.

Look for Blue Bell—casual clothes for all the family

At your favorite store. For name of your nearest dealer write Blue Bell, Inc., Empire State Building, New York 1, N. Y.—in Canada, W. Howick Mfg. Co., Ltd., Montreal.

• The Princess is 25 on Sunday.

• Will she wed? When will she announce her decision?

COME ON MARGARET!

FOR two years the world has buzzed with this question:

Will Princess Margaret marry 40-year-old Group Captain Peter Townsend? — OR Won't she?

Five months ago, Group Captain Townsend told the Daily Mirror: "... the word cannot come from me. You will appreciate it must come from other people ..."



On Sunday the Princess will be 25. She could then, if she wished, notify Parliament direct of her desire to marry without first seeking the consent of her sister the Queen.

She could end the hubbub. Will she please make up her mind?

Please make up your mind!



CLUES TO A PRINCESS'S CHOICE

by ANDRE LAGUERRE

I CANNOT imagine anything more wonderful," said Princess Margaret once, "than to be who I am." That is one indication of her state of mind as she got ready to make the most important decision in her life: whether or not to marry Group Captain Peter Townsend.

The pressure on Margaret to make up her mind had grown greater and greater since her 25th birthday last August, and last week the time for the decision seemed close. Townsend was reported recently to have come from Belgium to consult with court circles, and he himself hinted he would be in England part of October. Prime Minister Eden went up to Balmoral to talk to Queen Elizabeth—perhaps about the marriage. Margaret meanwhile remained decorously, smilingly silent through the turmoil and tug of war which seemed to enlist all of Britain and occupied the front pages of British newspapers (above).

When Margaret remarked that it was wonderful to be who she was, she meant first and foremost that she enjoyed being a princess. She loves her family and respects the institution of monarchy. She also delights in both the splendor and duties that the life of a princess encompasses. Her gay escapades have almost always taken place in the height of luxury and in the most elegant of settings, and whenever she has tried to go a bit outside her restricted circle, she has soon found it uncomfortable. In doing her official duties Margaret likewise adheres to a rigid, royal pattern. To someone who suggested that she adopt a more down-to-earth approach in her harmless little speeches, she retorted, "What do you expect me to do? Get up and call out 'hiya, folks'?" The standards and privileges of a princess are things that Margaret seemed determined to keep.

How has this affected her feelings for the commoner, Peter Townsend?

The British press at various times has singled out some 35 men as prospective husbands for Margaret. Twenty of them had titles and almost all of them were well off. Her most serious suitors were the Marquess of Blandford and the Earl of Dalkeith, especially the latter. Both, sons of dukes, had the right setting and both had property and money. Her parents hoped Margaret would marry Dalkeith. But Margaret did not find him to be as clever as she. He likes farming and forestry better than anything else and Margaret is hardly an outdoor girl. She turned Dalkeith down.

Townsend—war hero and royal companion

IN Peter Wooldridge Townsend, however, Margaret met both an exceptional person and a distinctive British type. Townsend's father was a lieutenant colonel in the Indian civil service, and Peter was born in Rangoon, one of seven children. Small, with mobile features which drew attention wherever they were seen, Townsend grew up to be like the typical sixth form hero of British schoolboy fiction: the good-looking, gay lad who is perfect at whatever he does and makes it all seem easy and casual, who leads without ostentatiously exercising authority, whose actions often contain an element of drama and who is worshiped by the small fry.

World War II was a high point in RAF Captain Townsend's life and it set the pattern of his future outlook and conduct. Townsend was among the gayest and bravest of the British airmen and he was

does HEARING LOSS
keep you out of
Happy Pictures like these?



ONLY BELTONE offers these 4 new ways
to HIDE hearing aids . . . plus individual fitting
and super-sensitive hearing corrections

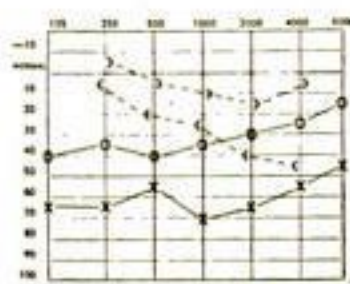
YOU may now recapture the blessings of normal happy life with friends and loved ones . . . again become part of the active world around you. You may not only hear clearly, understand easily, but also end embarrassment with a tiny Beltone that can be hidden four new ways—in a Feathercomb, a Barrette, a Headband or a Tiebar.

HOW BELTONE FITS YOUR LOSS INDIVIDUALLY

You don't risk guesswork about fitting when you get a Beltone. First, a trained Beltone Hearing Aid Consultant uses a new, advanced Beltone Audiometer to test your hearing. He makes an audiogram that shows

exactly what kind of loss you have. Then he uses the Selectometer, Beltone's exclusive fitting instrument, to fit your individual loss with the one of Beltone's wide range of super-sensitive hearing corrections that helps you hear best. This is important because your hearing loss is as different as your fingerprints. No wonder tens of thousands say enthusiastically, "You can hear the difference with a Beltone!"

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Also Creators of Precision Audiometers for Hearing Tests

FOR FREE BOOK—Write Dept. 4-185, Beltone Hearing Aid Co., 2900 W. 36th St., Chicago 32, Ill.
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IF HEARING IS YOUR PROBLEM, BELTONE IS YOUR ANSWER



PREVIOUS SUITORS for Margaret's hand, the Earl of Dalkeith (left) and Marquess of Blandford, have married since she began to prefer Townsend.

PRINCESS'S DECISION CONTINUED

decisively formed by those soul-shaping war experiences that a man can register only once in a lifetime. His combat trials moved him to commit some vivid accounts of them to paper, as in this description of a dogfight: "Now it was a matter of each man for himself. We jostled and dodged each other as we tore in behind the Heinkel and every now and then there would be a yell [over the intercom] of 'Look out, for Christ's sake, you nearly hit me.' I can remember coming in with another Hurricane dangerously close above me. The rudder and fin of the Heinkel were wobbling and his whole fuselage was riddled. . . . Caesar and I flew in close to him, one on each side, and I could see the horrible mess in the rear cockpit. . . . We told the boys not to fire any more because we saw that he was finished."

Off duty with that same Caesar (Caesar Hull, who was later killed) Townsend danced *La Cachita*, a burlesqued combination of the rumba and the apache dance, in which the two men jumped over tables and chairs and threw each other around the room. *La Cachita* became so famous that Peter and Caesar produced an aerial version of it, shifting the positions of their aircraft and their lines of attack in rhythm with words chanted over the intercom.

'It just comes from inside him'

THE war brought Townsend out of his reserve and tendency to self-effacement. During a respite from combat he commented happily and effusively, "I can honestly say I have never had a better year in my life." An RAF colleague eulogized Townsend as follows: "What a lesson one can learn from a person like that, watching the way he works with the men. He never needs to be angry or tiresome or even particularly firm. It just comes from inside him. . . . He is the hero of the squadron to the ground staff."

Townsend has been officially credited with the destruction of at least 11 Nazi aircraft. He was wounded only once. Part of a cannon shell had to be taken from his left foot and his big toe amputated. His gallant service won him the Distinguished Service Order and the Distinguished Flying Cross with Bar.

When peace returned Townsend did not dwell in the past, as so many war heroes have done. His posting as equerry of honor to King George VI turned out to be just what he wanted. It gave him intimate participation in that intangible, undefinable something, compounded of history, tradition and the simple faith of millions, which gives the royal family a unique touch of magic. His sense of duty was now concentrated on service to the monarchy. His perfectionism and code of casual behavior meant that his service was performed flawlessly and with no apparent effort.

Here's How Bayer Aspirin Helps Millions **FEEL BETTER FAST!**



◀ **WHEN THE WEATHER'S WET**—When damp, rainy days bring on colds, adults and children alike need Bayer Aspirin. It relieves cold discomforts *quickly*, and reduces fever, too. Adults take the regular size ... youngsters get *flavored* Children's Size Bayer Aspirin.



THE PAINS OF LATER LIFE—Pains seem to increase with passing years. Countless persons who suffer from pain of neuritis or neuralgia, backache or aching muscles, however, get the relief they need with Bayer Aspirin. Many sufferers from minor pains of arthritis and rheumatism, too, rely on Bayer Aspirin for quick temporary relief.



WHEN YOU'RE GOING OUT—You've probably had this happen. Just as you're dressing to go out, you find yourself with a headachy feeling. In this case, Bayer Aspirin's speed is a life saver. Two Bayer Aspirin tablets should have you feeling fine before you're ready to leave.



◀ **A GOOD NIGHT'S SLEEP**—People everywhere are discovering they don't always need a sleeping tablet when they have trouble sleeping. The cause is often a low level physical distress—one so minor you can't put your finger on it. Simply by taking Bayer Aspirin, you get the quick relief you need for a wonderfully restful night's sleep.

You can take Bayer Aspirin any time ...
because no one has ever discovered a safer, faster, and
more effective pain relieving agent. It is used by millions more people
than any other pain reliever—without stomach upset!

Feel Better Fast—Get **BAYER ASPIRIN**



Picture of a man avoiding trouble!

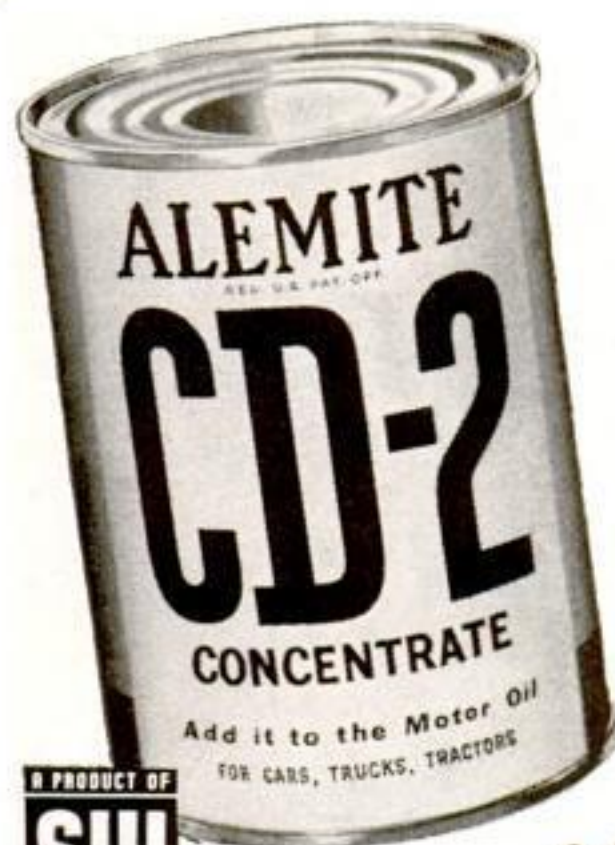
Did you know that one of the worst enemies of modern engines is stop-and-go driving? It is! Just ask your service man. He'll tell you that stop-and-go driving causes rapid temperature changes in your engine. Each time it cools, dangerous by-products collect . . . water, acids, and sludge. These trouble-makers attack metals, stick valves and valve lifters, and cause rust. In no time your motor becomes noisy and sluggish, and repair bills start to come in. That's why you need the added protection of Alemite CD-2.

How CD-2 Guards Your Car

Alemite CD-2 is a combination of six active ingredients. And each one protects your motor in a different

way . . . preventing rust, dissolving sludge, fighting corrosion. But it takes the whole combination to do a complete job. That's why no single additive can match this multiple performance of CD-2 . . . regardless of the gas or oil you use.

Add just one can of CD-2 to your motor oil and see the difference almost immediately. Your engine runs quieter and smoother . . . with new pep and power. That sluggish feeling disappears. And the next time you drain your oil you'll see why, for CD-2 washes out thick, engine-clogging sludge. This means longer trouble-free driving for you. Try CD-2 soon. Guaranteed to work — Your money back if you're not 100% satisfied.



**CD-2 guarantees all this
or your money back!**

1. Gives any engine an on-the-road tune-up — new power — new performance — new life!
2. Dissolves and removes lacquer-like deposits on valves, rings, and pistons which make them stick.
3. Eliminates damaging rust and bearing corrosion.
4. Banishes harmful crankcase sludge and "goo".
5. Coats bearings with an extra wear-resistant film.
6. Keeps new engines new—helps avoid costly repairs.
7. No kerosene or naphtha to boil away—works continuously from oil change to oil change!



Only \$1³⁵ at your service station,
car dealer or auto supply store

ALEMITE CD-2

There's nothing like it on the market!

PRINCESS'S DECISION CONTINUED

Townsend was devoted to the king who, with the present Queen Mother, was more than fond of him. He shot with George, walked with him, laughed with him. He became the model royal companion, discreet and careful to hover in the background when the public was looking, at other times cheerfully ready to ride the moors, shoot stag in Scotland or sparkle at a party, meanwhile taking all pains to see that all arrangements for the royal family were organized without a hitch. In 1947 the king appointed Townsend a Commander of the Royal Victorian Order.

As the royal sisters moved through their teens, Elizabeth was more and more occupied by her higher studies and the special preparation reserved for a future sovereign. Margaret found herself with time on her hands and no sister to share it. Her mildly worried parents asked Peter to look after her, thinking they could give their daughter no better or safer companion than this discreet man, 15 years her senior.

A big change came over Margaret when her father, whom she loved deeply, died in 1952. Grief-stricken, she turned to the church. She attended post-confirmation classes at St. Paul's Vicarage, Knightsbridge and a series of lectures on God and the eternal Life delivered by the Bishop of Kensington. Margaret is devoutly religious. She sometimes goes to church twice daily, going by herself to an early service, returning with her mother a later one.

Apart from the sorrow it caused her, George's death significantly affected Margaret's life in another way. After Elizabeth's marriage Margaret had been living at Buckingham Palace, the darling of the nation and the apple of her parents' eyes while Elizabeth and Philip retired to relative obscurity and secondary quarters. Elizabeth's succession to the throne reversed the sisters' roles. Now Margaret moved out of the palace and became the unmarried sister living with her mother in the second-best Clarence House. The attention of the British people and press shifted away from Margaret after she had long been virtually a breakfast table topic. Her remark, "Nothing seems the same without papa" was true in more than one sense.

Margaret turned more and more to Townsend. In their years of association they had appealed to each other as like to like, both of them charming, nervous persons, not intellectual but courageous and magnetic. "The great bond between Margaret and Townsend," a close observer has said, "is in their both wanting to do everything they undertake superlatively well, just for the sake of doing things well."

Margaret was already in love with Townsend before her father died and King George may have known it. Margaret and Townsend, the story goes, one night returned from a late party to the palace. At the foot of the stairs Margaret asked Townsend to pick her up and carry her upstairs. Townsend demurred, at which point Margaret said, "That is an order, Peter." The order was obeyed but halfway up the stairs the couple bumped into the king in his bathrobe. Townsend put Margaret down and frank explanations followed.

More certain is that in 1953, the year of Elizabeth's coronation, the Margaret-Townsend romance bloomed. Townsend and his wife Rosemary had drifted apart in the years that he was having to spend most of his time in the royal household, and he won a divorce, on the grounds of his wife's misconduct, at the end of 1952. While no outsider can be certain, it was probably about this time that his attitude toward Margaret changed and that he no longer viewed her only as the little girl princess.

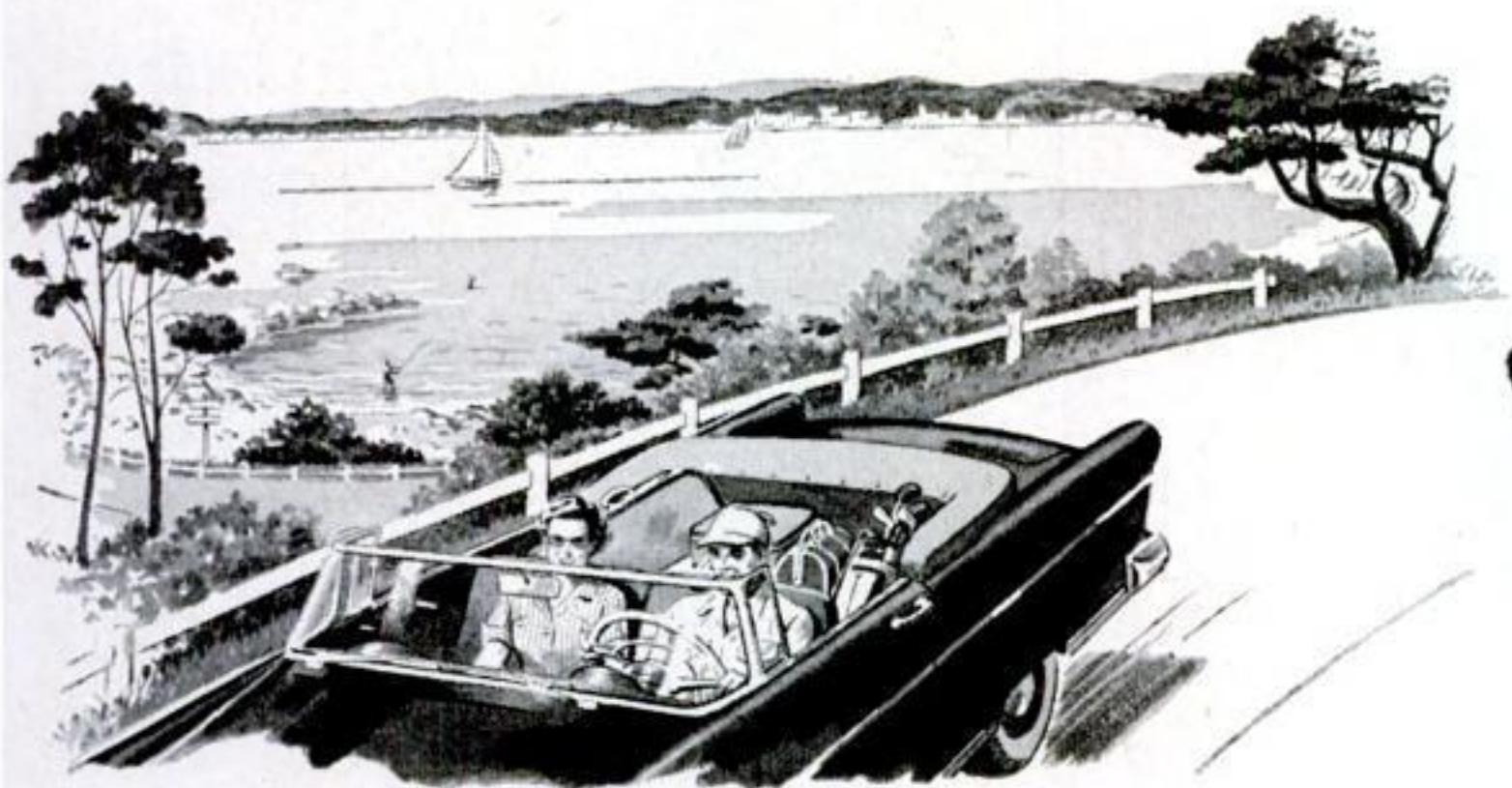
Court gossip and a naughty look

RUMORS flew fast. "I hear Margaret wants to marry him," said a titled lady soon after Townsend was free. The staff at Clarence House began to gossip that Margaret and Peter had been holding hands in the garden. At the coronation, in the Westminster Abbey Annex, Margaret went up to Peter and was flicking dust from his lapel in a rather familiar way until a lady-in-waiting drew her attention to the presence of strangers. Someone else, passing the palace on the day of a garden party, recalls, "A car came jostling out as the last guests were leaving. Inside was Margaret, looking very flushed and excited, sitting next to Townsend at the wheel. I had never seen Margaret look so naughty, as if she were running away from something."

After the coronation everyone noticed that Margaret seemed a more thoughtful girl. She was still going to parties, but they were less flamboyant. The Margaret clan, as Fleet Street calls her group of friends, became and remained quieter. While no one suggested that Margaret had lost her lively sense of fun, a measure of iron had plainly been added to her personality.

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IN EXILE, Townsend posts a letter—to whom, he did not say—in Brussels. Townsend is formally stationed there as the air attaché at the British Embassy.

PRINCESS'S DECISION CONTINUED

She was now not only determined to have the life of a princess. She was also determined to have the seemingly irreconcilable other thing she wanted, marriage with the divorced commoner Peter Townsend. This was a resolution of her situation that only as strong-willed a person as Margaret could have conceived—and did.

Margaret did not convince her mother of the seriousness of her attachment to Townsend until after the coronation. Panic-stricken, Sir Alan Lascelles, then private secretary to the queen, consulted Churchill and then urged the queen to take Townsend off the list of those assigned to accompany Margaret on her Southern Rhodesia tour. He was brusquely reassigned from Buckingham Palace to the British Embassy in Brussels, an exile which many critics felt was not sufficiently remote.

The time between Townsend's dismissal from the Palace and Margaret's 25th birthday did not, as the royal household hoped, lead to either forgetting the other. They saw each other only once, at an unrevealed place in Britain last summer. Townsend flew in from the Continent melodramatically disguised under the name of "Mr. Carter," but he was recognized by several people and the palace was fully aware of his visit. Otherwise Margaret and Townsend kept in touch by mail and telephone.

Confidence and constancy

ALL the evidence is that Townsend became increasingly determined to go through with the marriage after he was exiled. He was sure of his own sincere feelings and had a growing confidence in the durability of Margaret's. Moreover, the flyer who had been the hero of his ground staff felt instinctively that he could get the mass of the British people on his side. As for Margaret, the royal family sent her on her tour of the Caribbean in early 1955 (LIFE, Feb. 21) "to get the girl's mind off this business." Margaret enjoyed the trip, fulfilled her duties impeccably but was never in danger of forgetting Townsend.

However, Margaret was unwilling to hurt either her sister or the institution of royalty. Accordingly, no plans were laid until her 25th birthday, for which occasion the photograph on the cover of this issue was taken. The delay served a double purpose. Under the Royal Marriage Act of 1772 Margaret at 25 could marry without the

CONTINUED

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WITH ARCHBISHOP OF CANTERBURY, Margaret has earnest discussion at London luncheon. His disapproval is a big obstacle to her marriage.

PRINCESS'S DECISION CONTINUED

sovereign's consent, although the marriage would still be subject to parliamentary veto. Not only would Margaret gain greater freedom but, more important, Elizabeth would be spared the painful necessity of disapproving her sister's wedding and thus creating a royal family crisis.

This summer, as her 25th birthday came and went, Margaret's determination to stick to Townsend began to appear unshakable, and the royal family, gathered at Balmoral Castle, discussed what arrangements should be made if Margaret persisted. Admiral Earl Mountbatten, as a worldly wise uncle, was called in for his advice. The problems were of two kinds, procedural and financial.

Margaret would have to abdicate her rights of succession to the throne, it was thought. She had little objection to this, as her chances of attaining the throne are now slight: Elizabeth and her children would all have to be killed in some unlikely catastrophe. If Elizabeth herself suddenly died, Margaret would not even become regent pending the coming of age of Prince Charles, because Elizabeth after her coronation had the Regency Act amended in favor of Philip. But the manner in which Margaret's abdication should be presented to Parliament caused long and difficult debate in the royal family.

The financial problems were equally complex. Margaret is not well off by her own standards and is a churchmouse compared to Elizabeth. Her fortune probably does not exceed a quarter of a million pounds (\$700,000) and her annual state income is 6,000 pounds. A good solution from her point of view, some thought, would be permission to keep the 15,000 pounds annual income which Parliament, assuming she would wed suitably, has voted for her when she marries. In the final analysis, Margaret's and Townsend's future seemed to be largely dependent on the generosity that Queen Elizabeth might show them.

The forces of opposition

THESE discussions did not mean that the royal family was reconciled to the marriage. On the contrary, frenzied efforts were still being made to stop it. Strongest opposition came from the Duke of Edinburgh. Those least hostile were those who wanted Margaret's happiness most—her mother and her sister—but now neither one of them gave the marriage the slightest approval.

Outside the family, opposition was also strong. Powerful conservative opinion condemned the proposed marriage as irresponsible and insisted that it would endanger the stability of the British monarchy as the Duke of Windsor's marriage to Wallis Warfield Simpson did in 1936. The Archbishop of Canterbury made it plain to Margaret that the church could not approve her marrying the divorced Townsend. Theoretically, Margaret could hope that the

CONTINUED



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ON THE BEACH, Townsend dries himself after swimming with a family of friends near Deauville,

France. At Deauville this summer he competed in European Grand Prix for gentlemen riders, but lost.

PRINCESS'S DECISION CONTINUED

church practice of readmitting to communion, after a decent interval, people who have married innocent parties in a divorce suit (as Townsend was) would apply to her. But it remained to be seen whether this tolerance could be extended to so prominent a churchwoman as the princess.

The bulk of sentimental public opinion in England, on the other hand, was in favor of the match. The *Daily Mirror*, which has Britain's biggest daily circulation, polled its readers and found that 97% of them thought that Margaret should marry Townsend if that was what she wanted. The *Daily Express*, which has the next biggest daily circulation, editorialized: " . . . Great pressure has been brought to bear on [Margaret] to ensure that she makes the sort of marriage that would

please the Archbishop of Canterbury. But let the princess equally understand that the way she would best please the vast majority of ordinary folk would be to find happiness for herself by marrying precisely whom she chooses and when she pleases."

The latest—and perhaps the definitive—move came at the end of last week. An official government statement on the Margaret-Townsend romance was prepared by Viscount Kilmuir, the Lord Chancellor. It had been seen by only a handful of the highest British officials and it still needed the queen's approval. Its contents, who would release it and when it would be released were closely guarded secrets. But one thing seemed clear: it would soon be known whether Margaret had succeeded in her bold attempt to make what she was more wonderful than it had ever been.



DRESSED IN JOCKEY'S SILKS, A WAITING TOWNSEND WALKS MOUNT AT THE LE TOUQUET RACE TRACK IN FRANCE



PICTURE OF KENTUCKY ON A LAZY AFTERNOON

Just a-floatin' down the river, a-drinkin' Early Times.
That's living! And Early Times should be the whisky
because... Of all the fine whiskies made
in Kentucky, Kentuckians them-
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LIGHT... for men with sensitive skin and for most younger shavers

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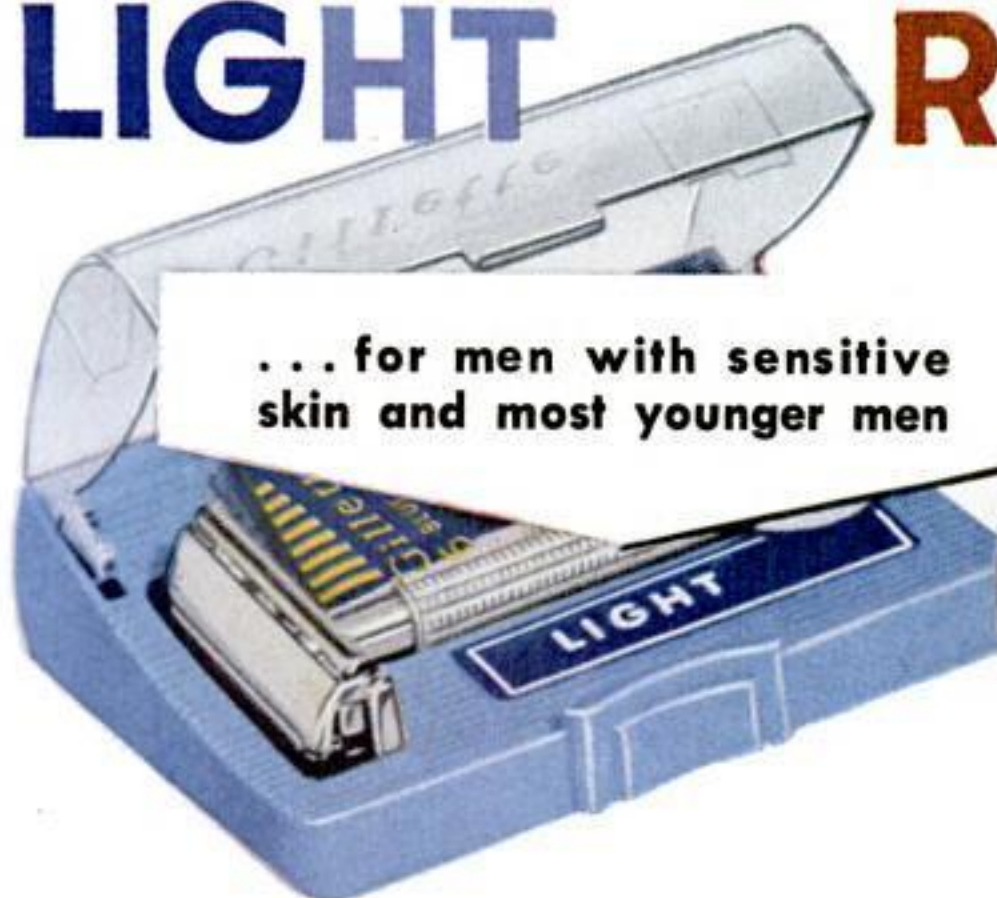
Gillette Razors

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... for men with sensitive skin and most younger men



... for men with average combination of skin and beard



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Is your beard black as pitch and hard as nails, or blonde as hay and nearly as light? • Is your skin leather-tough or tender as a child's? Just name it . . . and get the Gillette Super-Speed Razor that's matched to your face • What a difference in the shaves you get . . . easy, refreshing! • And they look and feel clean • Choose yours . . . the Light, Regular or Heavy Super-Speed Razor . . . only \$1 and guaranteed to give you shaves that . . . well, just try it, that's all.

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MILLION! NOW A RAZOR WITH

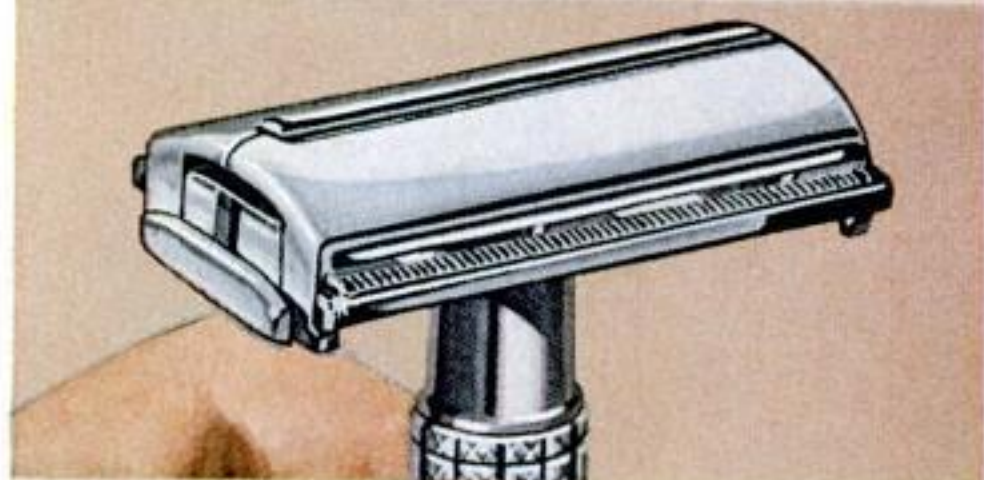
- ① RIGHT EDGE **ANGLE**
- ② RIGHT EDGE **EXPOSURE**
- ③ RIGHT **WEIGHT** FOR
YOUR FACE AND BEARD



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PRESTO . . . one-piece convenience, twist . . . blade hooks on, drops in place.



TWIST again. You're ready to shave! A quick rinse cleans the razor.



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Chef Ravioli is perfect for lunch, supper, late-evening snacks. Ready to heat. Two servings per can—only about 14¢ a serving.

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Italian-style Ravioli





RIDER'S MAKE-UP, here worn by Vaughn Monroe, consists of a tattooed heart on arm and axle grease under nails.



MOUNTED SINGER, in garb prescribed in song, drives north through Hollywood traffic along U.S. Route 101.

CRAZY CYCLIST'S SONG

Vaughn Monroe rides again to enact his own hit record

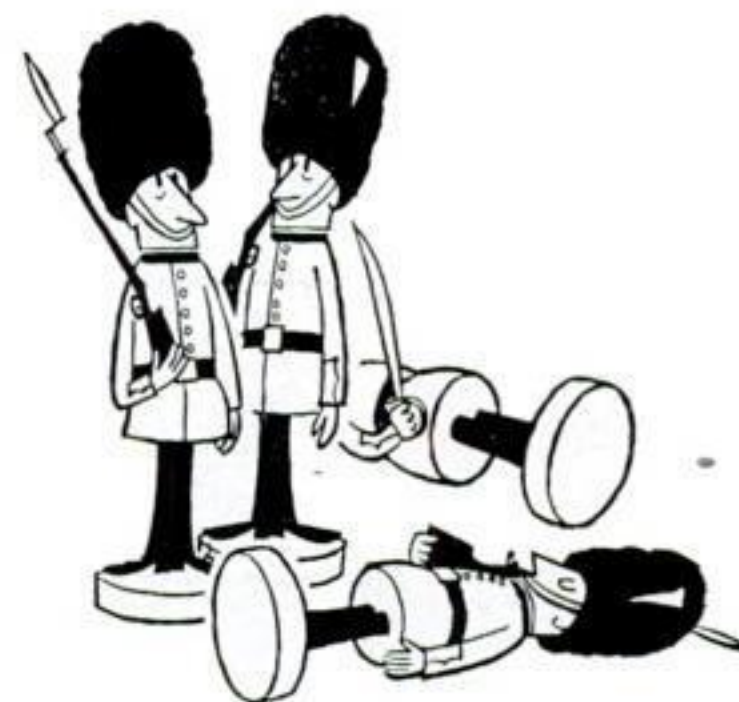
The song business, where any sound is considered musical, is now menaced by a song about a menace on a motorcycle. Full of throttled roars and backfire blasts, *Black Denim Trousers and Motorcycle Boots* recounts the fast life of a leather-jacketed sport who rode a "hopped-up sickle" and met a sudden end when he hit a diesel truck head-on along Route 101. All they found afterwards, the song laments, was his black denim trousers and motorcycle boots.

To get into the spirit of the song, Vaughn Monroe, whose record of it has sold about 200,000 copies in the last two weeks and promises to be an even bigger hit, gunned a nonhopped-up sickle northward along Route 101 near Los Angeles. A veteran safe-driving motorcyclist himself, he wore the uniform the noisy song prescribes, but kept clear of diesels. Later he doffed the duds and threw them in the road just to see how the song's sad ending really looked.



ALL THAT REMAINED of the cyclist after his predictable mix-up with the diesel truck was the outfit shown

here spread out on Route 101. Monroe's biggest hit before this song was another macabre piece, *Riders in the Sky*.



The Mystery of the Dead Soldiers

FROM THE JOURNALS OF MYCROFT H.

My study was recently invaded by an agitated gentleman with a most vexing problem. On arrival of unexpected guests, he invariably found his whiskey bottle empty. (An elementary puzzle. The butler did it, of course.)

My advice, which he promised to take: discharge the faithless servant, and purchase a case of whiskey, preferably Imperial. This is an uncommonly popular whiskey, notably smooth and pleasing to all. *No extra expense involved here*, since in the end, buying Imperial by the case costs no more than buying bottle by bottle. It may, in fact, cost less.

N.B. I offer this advice to every host who fears being caught unprepared by the sudden guest. Order a case of Imperial today. Peace of mind will follow.

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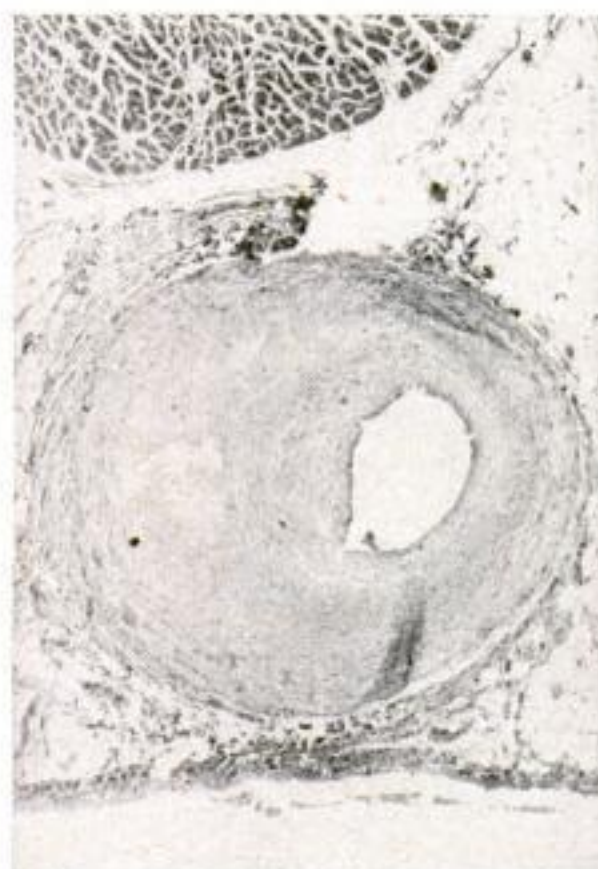
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New 3-in-one Oil-Spra lubricates and forms a barrier against rust! No more messy rags—oily fingers! Sprays oil at touch of button!



"3-IN-ONE" OIL



BUILD-UP TO ATTACK takes place in coronary artery as shown in magnified cross sections above. Normal artery (*left*), here somewhat flattened, has

thin lining. Diseased artery (*center*) has a thick lining, which finally swells to reduce channel to a fraction of former size (*right*) on eve of heart attack.

HEART ATTACK

The President's ailment, coronary thrombosis, is the worst U.S. killer, deadlier than cancer

The sudden collapse of the President last week focused shocked attention on its cause—coronary thrombosis, the biggest killer in the country. Best known by the grimly familiar name of heart attack, coronary thrombosis takes the lives of 350,000 Americans every year—half again as many as cancer, more than all auto accidents, more than the total U.S. deaths in action during World War II. Its toll is made more tragic by the fact that it usually cuts down victims in full maturity, during the most productive years of their lives.

Unlike many other heart ailments such as rheumatic fever (*p. 154*), coronary thrombosis is not a disease. It is an event caused by a disease called atherosclerosis, a vicious form of arteriosclerosis, in which the coronary arteries (those which supply the heart muscles) become thickened and clogged with fatty deposits (*above*). This clogging reduces the blood flow to the heart, bringing on an attack. Atherosclerosis develops gradually and usually unnoticed. In the President's case the illness had never been suspected and it eluded detection during his Aug. 1 physical examination, eight weeks before his seizure, although it must have been present.

How a classic attack of coronary thrombosis occurs is shown in the drawing on the right. Blood flowing through a diseased coronary is slowed to a trickle by the constricted vessel and begins to clot. Finally a single clot, called

a thrombus, blocks the channel and chokes off the flow. The absence of blood in the affected region of the heart causes a crushing pain, marking the instant of the attack. And the damaged organ, its normal action disrupted, may be pushed to extraordinary exertion to maintain vital circulation.

Although the mechanism of coronary thrombosis is now understood, doctors do not know what causes atherosclerosis, its sinister precursor. Until recently they thought it was a natural adjunct of old age. But today, with more younger men afflicted, they are searching for other explanations.

Some experts, noting that it rarely occurs in poorly fed populations like China's, believe that diet plays a large role. Since men are more prone to the disease than women, others think sex hormones may be a factor. Its frequency among business executives suggests that it may result from pressures of modern civilization.

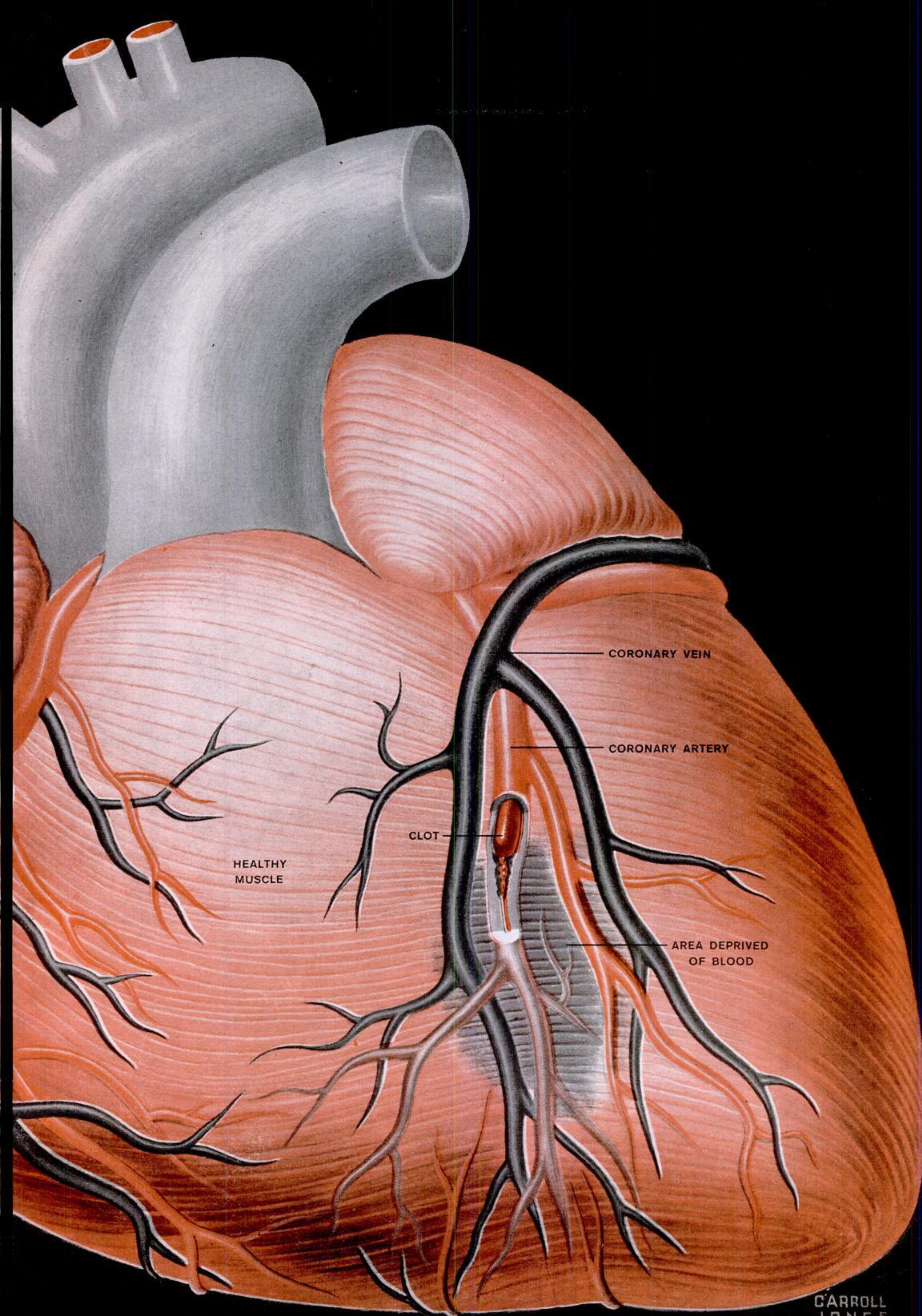
Despite the mystery about the origin of the disease, scientists have made great progress in detecting it, in alleviating its effects, in preventing the onset of fatal complications and in bringing about a speedy rehabilitation to normal life (*pp. 158, 159*). The success of their efforts can already be measured. Thirty years ago half the diagnosed cases of coronary thrombosis were fatal in the first attack. Today 80% survive it, often recovering fully enough to enjoy decades of active and productive life.

HOW THE HEART LOOKS DURING AN ATTACK

The human heart, two-and-a-half times lifesize in drawing at right, is shown in the throes of a typical attack of coronary thrombosis. A blood clot has just sealed off the anterior branch of the left coronary artery, one of two coronaries which nourish the heart (arteries are shown in

red, veins in black). The President's blockage → probably occurred in this same region, which is the spot where clots most frequently form. The area serviced by the artery is pale for lack of blood. Victim feels a spasm of pain. To see how heart recovers from attack, turn the page.





HEALTHY
MUSCLE

CLOT

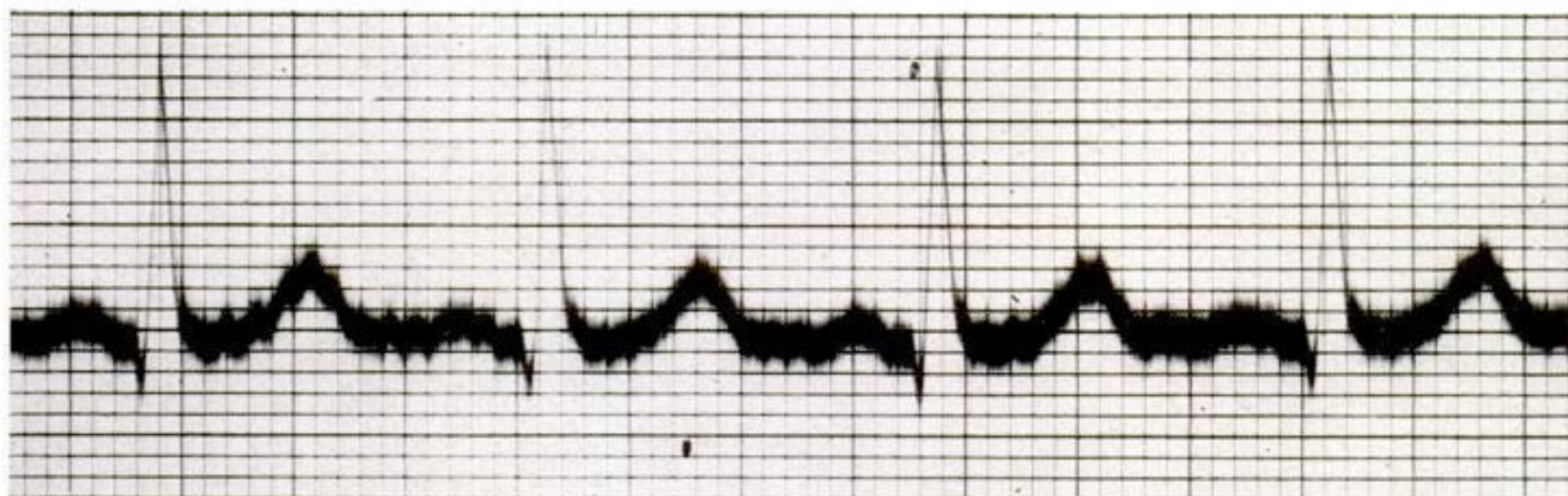
CORONARY VEIN

CORONARY ARTERY

AREA DEPRIVED
OF BLOOD

CARROLL
JONES

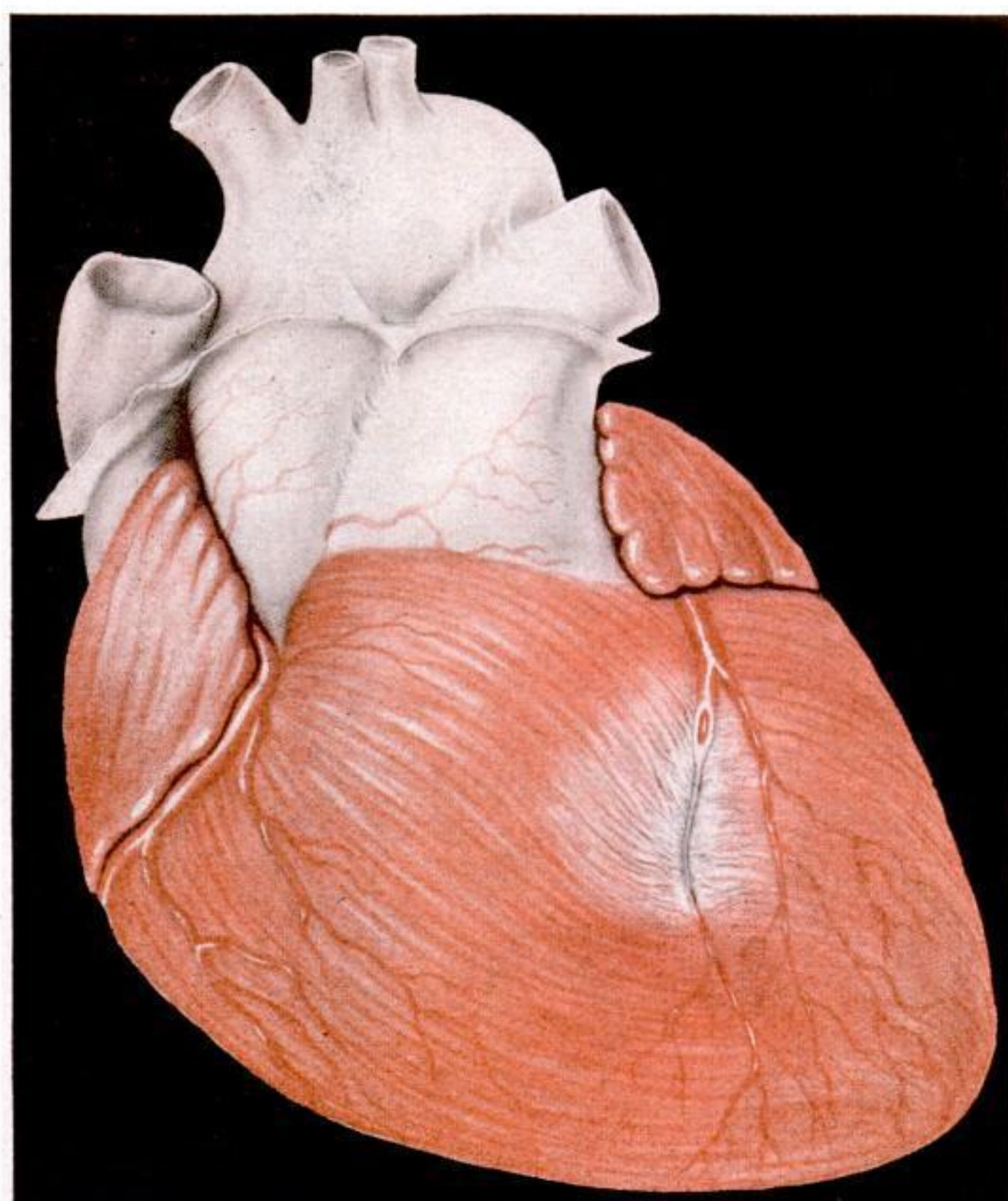
HOW HEART MENDS ITSELF AFTER THE SUDDEN INJURY



ELECTROCARDIOGRAM OF NORMAL HEART SHOWS THE EVEN ELECTRICAL IMPULSES DURING FOUR BEATS

In the aftermath of an attack a damaged heart muscle undergoes successive stages of demolition and repair. Like any flesh whose circulation has been cut off, the affected patch of heart muscle becomes swollen and gangrenous. White blood cells stream through the ruined tissues and carry away dead matter. Then, almost miraculously, new blood vessels sprout from the sides of neighboring healthy arteries and spread into the borders of the affected area. Eventually special cells called fibroblasts cover the spot with scar tissue.

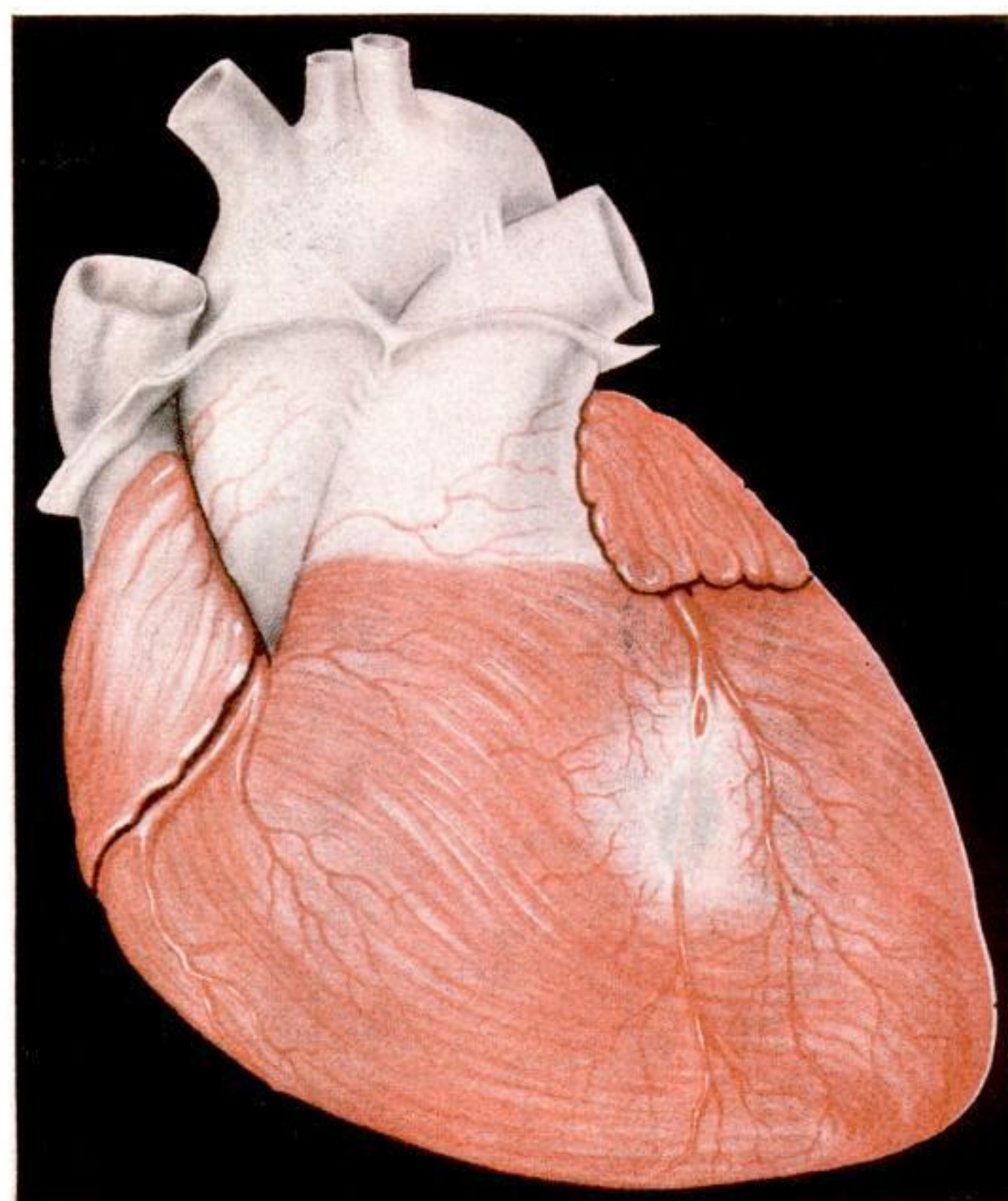
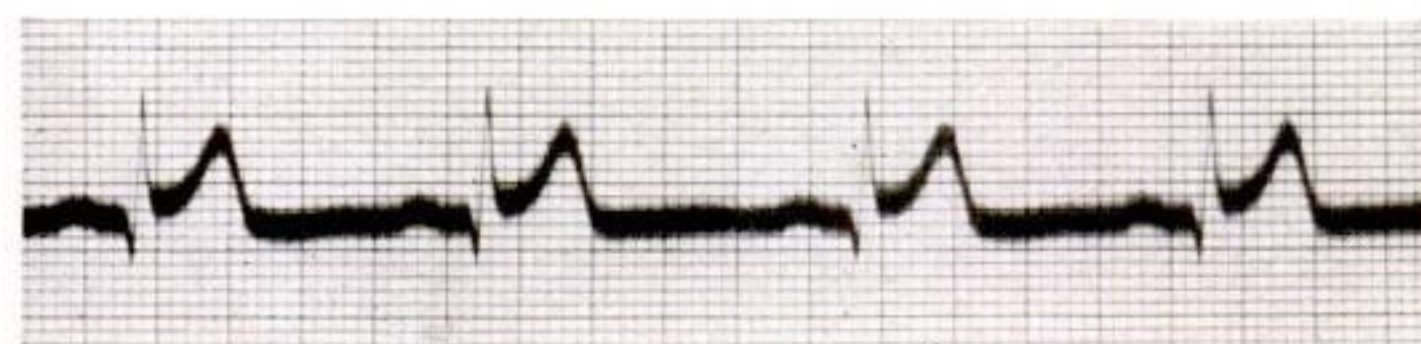
During the first few hours after an attack the victim may be so weakened that he cannot safely be moved. This is why doctors taking care of the President kept their patient quiet for 12 hours before taking him to the hospital. But several immediate steps can nevertheless be taken to relieve the effects of the attack. The victim is given sedatives and may be given drugs to prevent blood coagulation.



AFTER 12 HOURS



In the damaged heart (*above*), tissue in the affected region, deprived of blood, is beginning to die. Toxic matter released in the process may bring on slight fever. Patient is kept quiet in oxygen tent, may be given drugs to kill pain and others called anticoagulants to prevent further blood clotting which might cause second heart attack. Electrocardiogram at first glance (*below*) shows little change from normal. But the main peak has lowered and subsequent vibration is distorted, first evidence that damage has been done.



AFTER FOUR DAYS



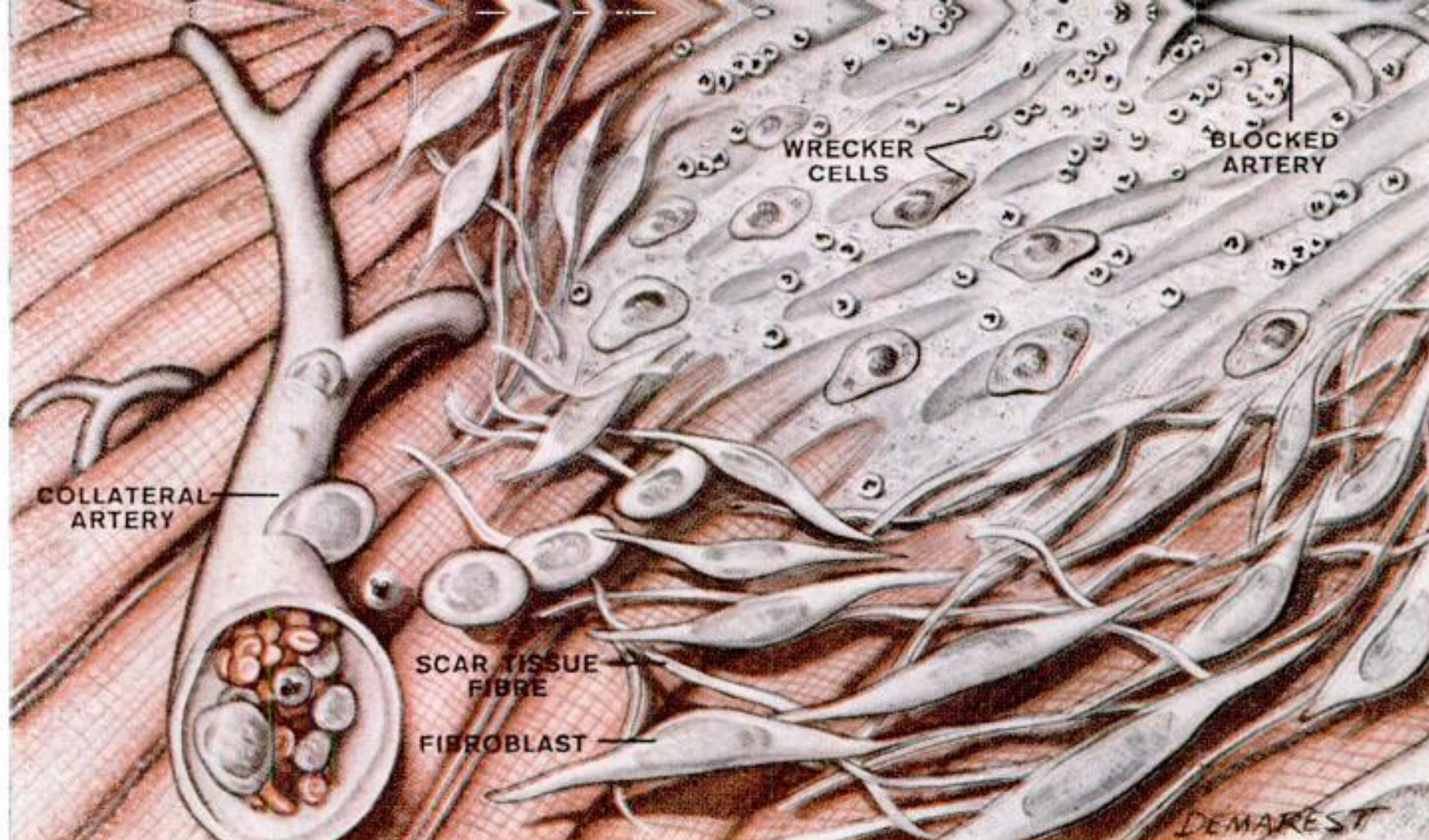
The repair of the heart is now in full swing. While white cells clean up the dead tissue, healthy neighboring arteries enlarge with extra blood and send new shoots into the peripheral area, and scar tissue (shown in white) begins to form around the edges of the stricken spot. The patient can be propped up in bed for meals, but must remain as quiet as before. The main electrocardiogram peak has shrunk more and is preceded by a sharp dip. A second, larger V-shaped valley has also developed in each impulse.



Once in the hospital he can be placed in an oxygen tent. Here his blood absorbs an extra supply of oxygen, so that his body's need for oxygen can be satisfied with a more sluggish blood flow and consequently by a reduced effort of the damaged heart.

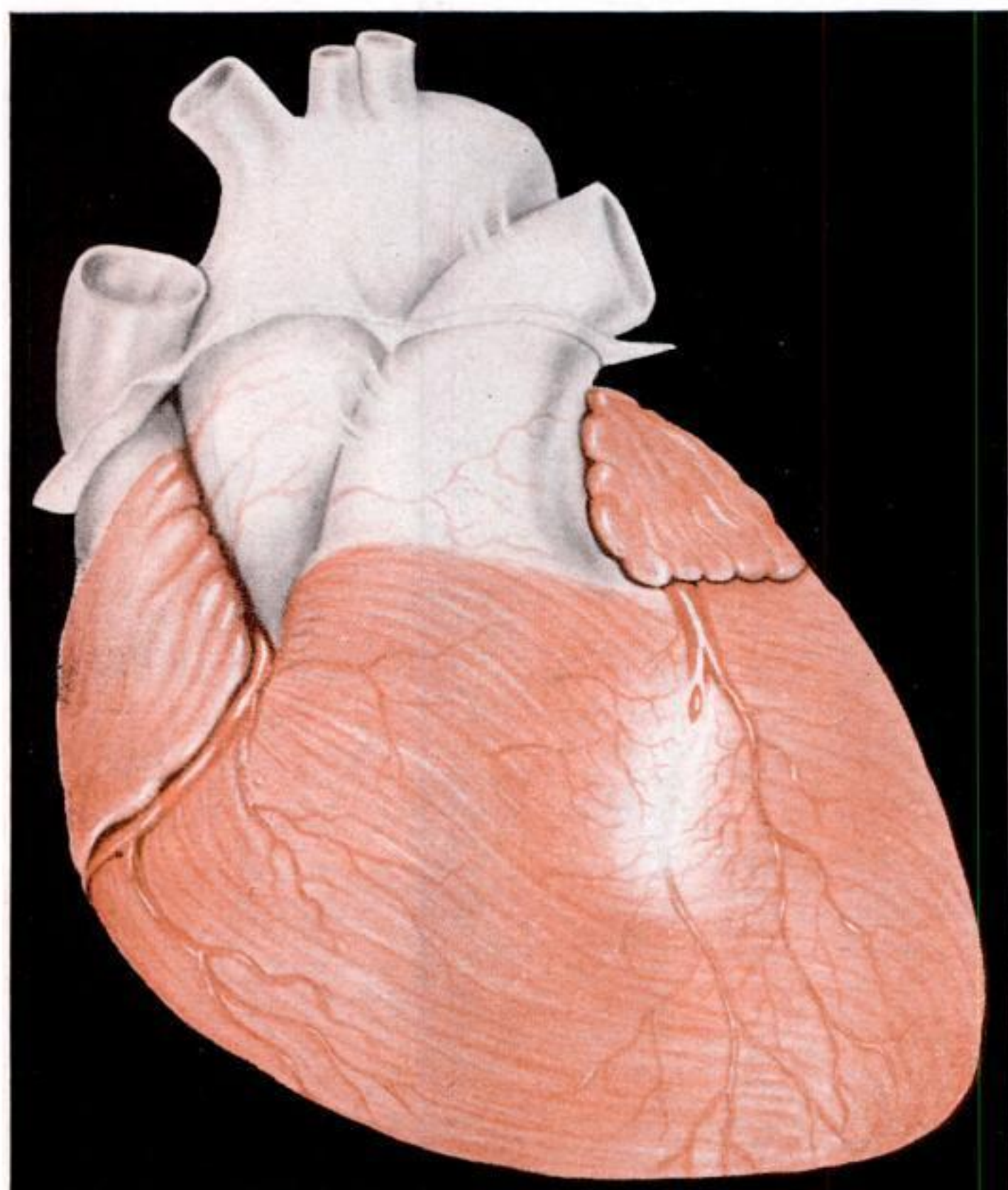
Here, too, electrocardiograms are taken (*left and bottom*). These are the charted records of the electrical impulses given off by a beating heart, which give doctors their most reliable evidence that a heart attack has taken place. The patterns of peaks and valleys which change with each new stage of the heart's condition (*below*) reflect the victim's progress toward recovery.

During the first two weeks, when the healing has hardly begun and the heart wall is weakest, recovery depends on proper rest. After six weeks, when the weakened area is reinforced with scar tissue, he can indulge in restricted activity while his heart completes its own repair.



TISSUE REPAIR is illustrated in the schematic drawing above. "Wrecker" cells (white blood cells) slipping through the walls of neighboring, collateral artery penetrate dead tissue formerly nourished by

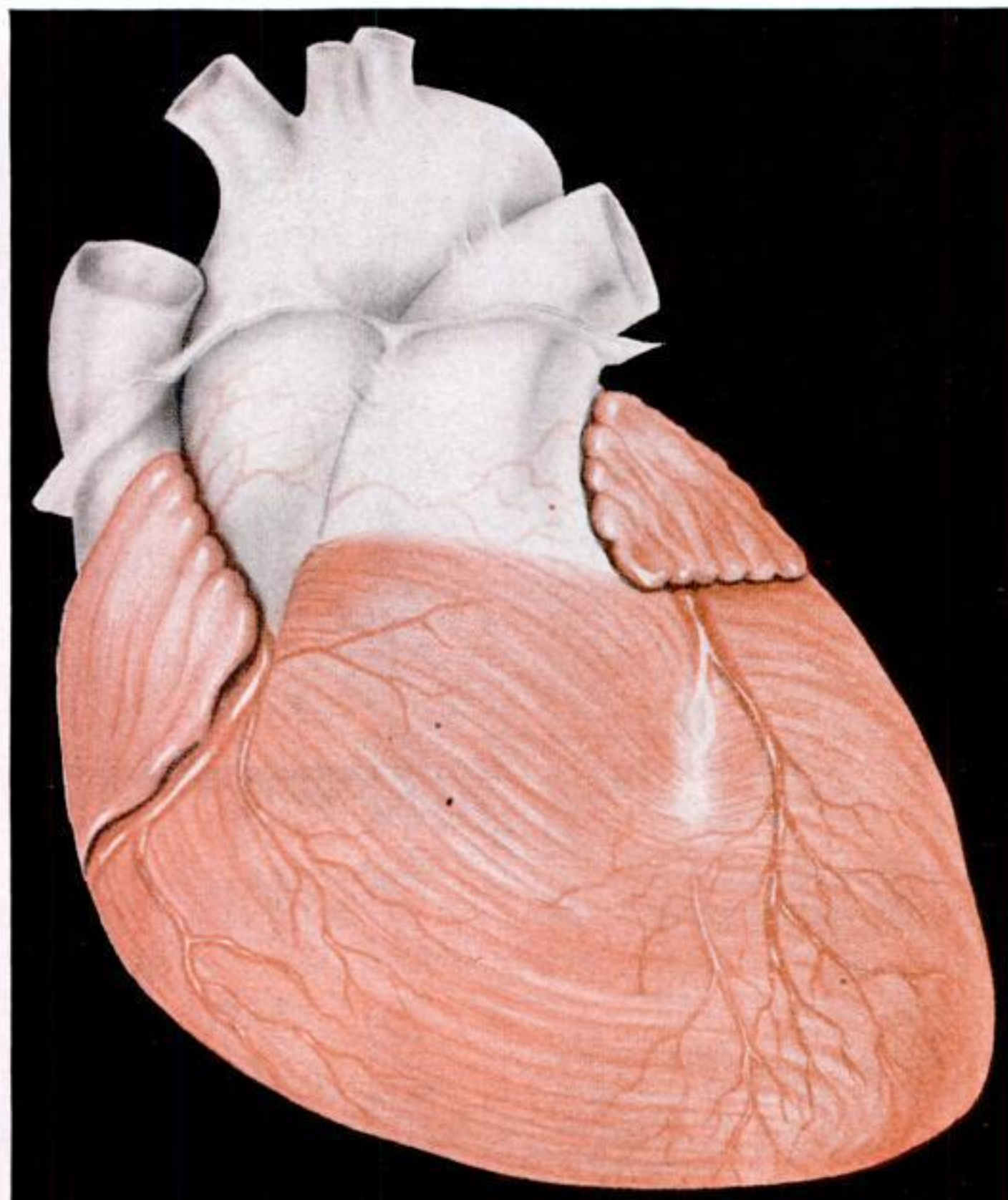
the now-blocked artery. Small wrecker cells break up dead tissue into pieces small enough to be devoured by the big wreckers. Meanwhile fibroblasts start to form scar tissue around the damaged muscle.



AFTER SIX WEEKS



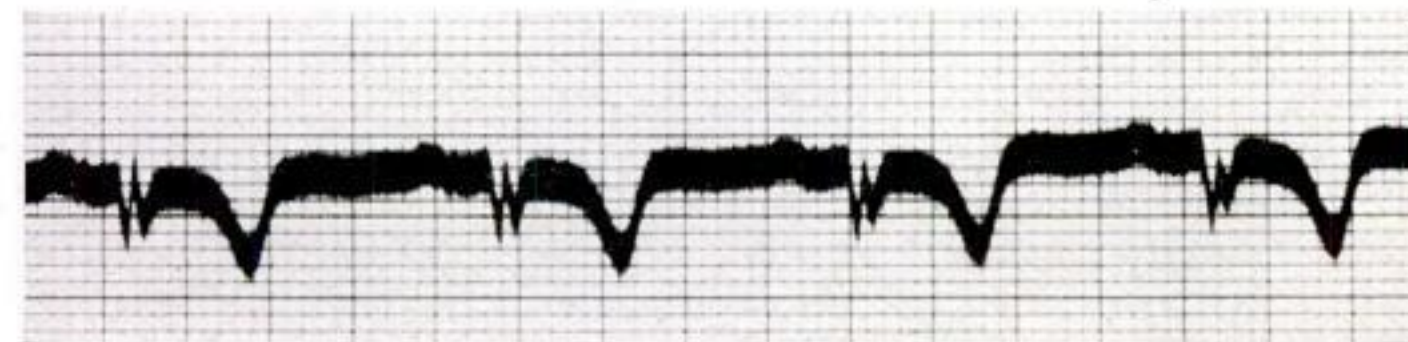
Special repair cells (fibroblasts) have now covered the damaged spot with scar tissue. Sometimes the blocked channel of diseased coronary reopens. If this happens, a small stream of blood may flow again into the peripheral area. Since his heart is now stronger, the patient is out of immediate danger and may even indulge in moderate activity. In the electrocardiogram picture the original peak has disappeared altogether and pattern is marked by a series of deep valleys reflecting the development of inert scar tissue.

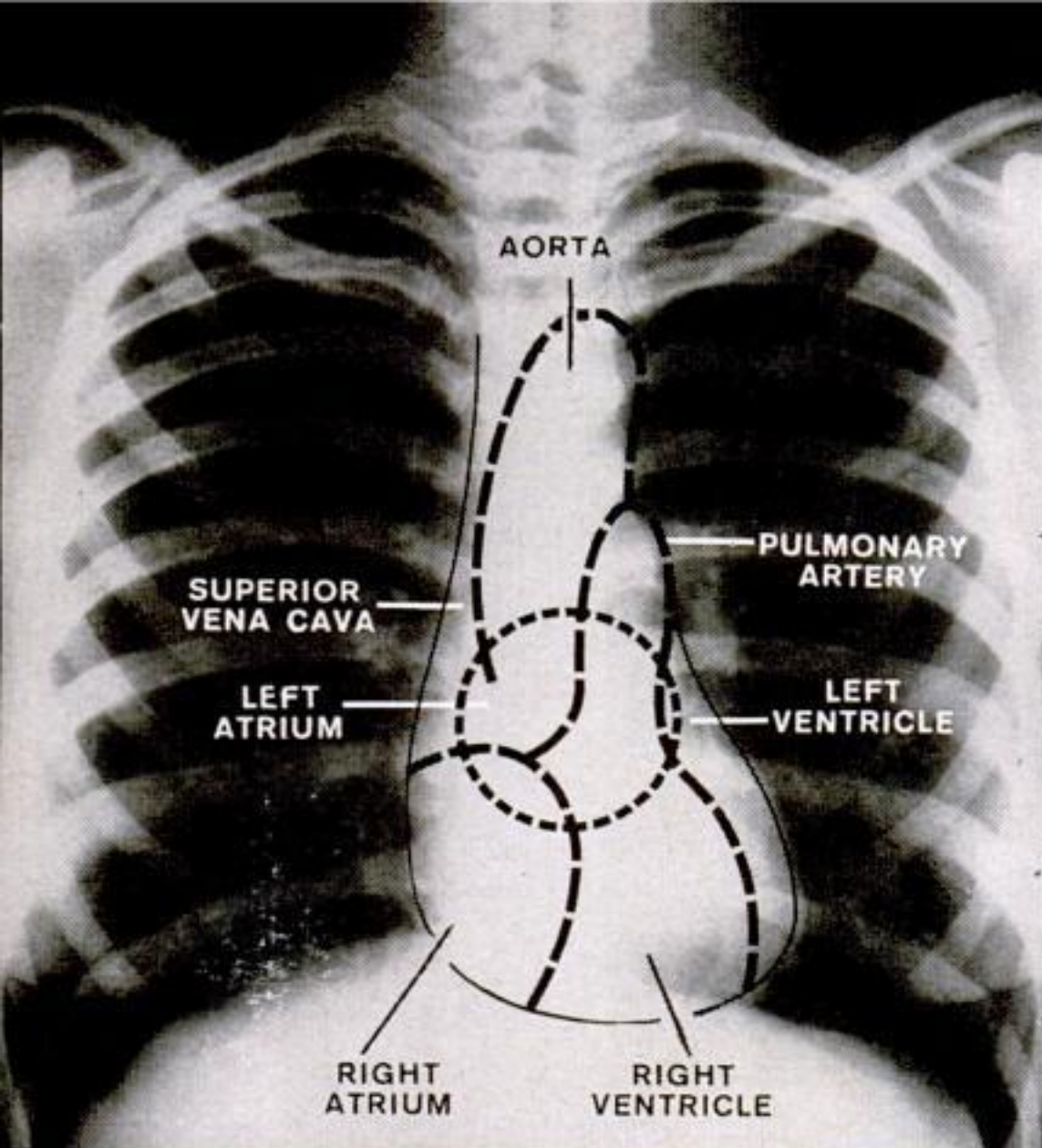


THREE MONTHS LATER

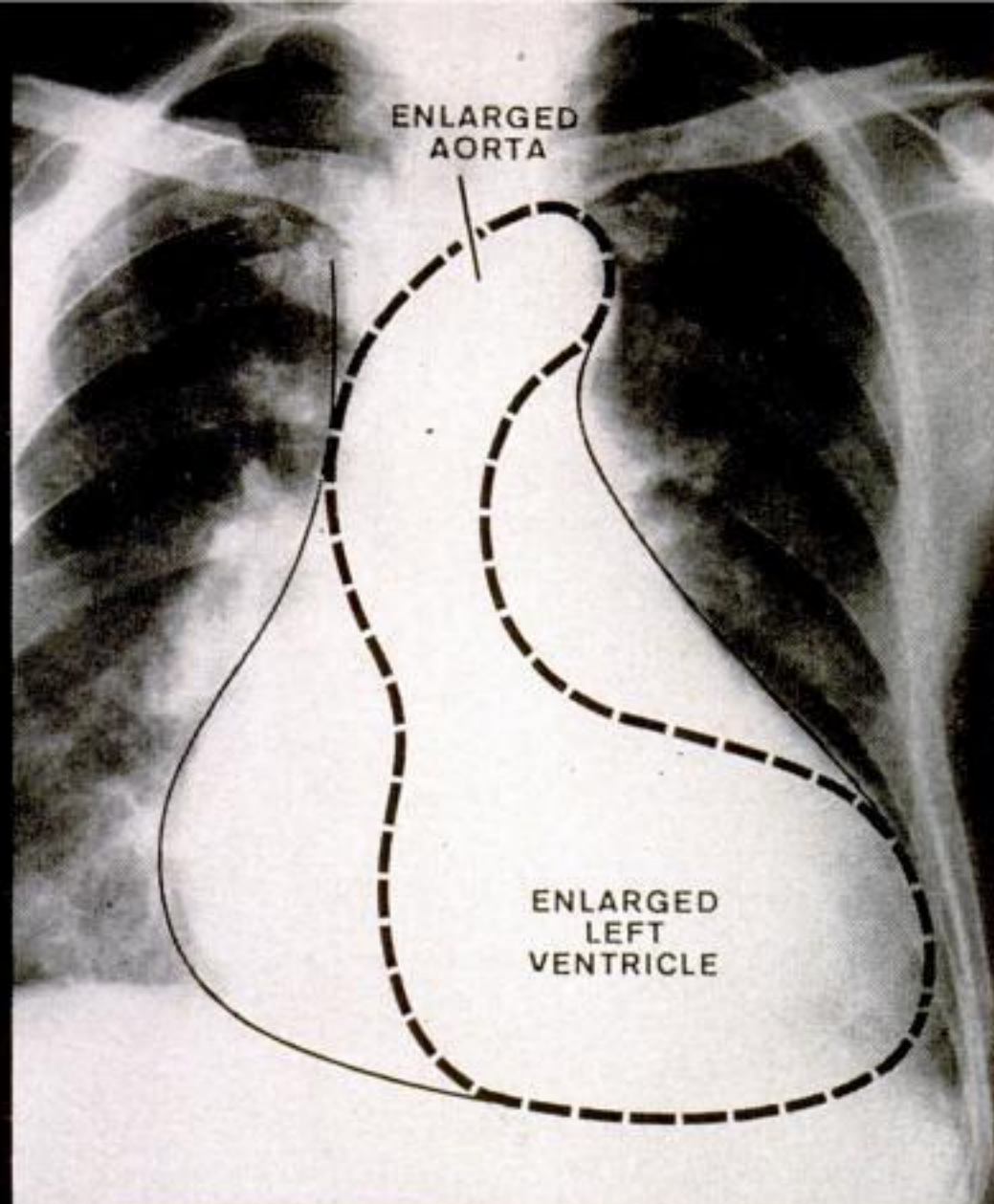


Heart has nearly healed; the scar has contracted, drawing the healthy heart muscle together around it. The scar tissue itself may actually be tougher than the surrounding healthy tissue, and heart is now strong enough for ordinary activity. The patient is back on his feet but may have to watch his weight and avoid unusual exertion for the rest of his life. The electrocardiogram begins to return to normal as the troughs appear shallower. Some irregularity in the pattern may remain for years as evidence of the attack.

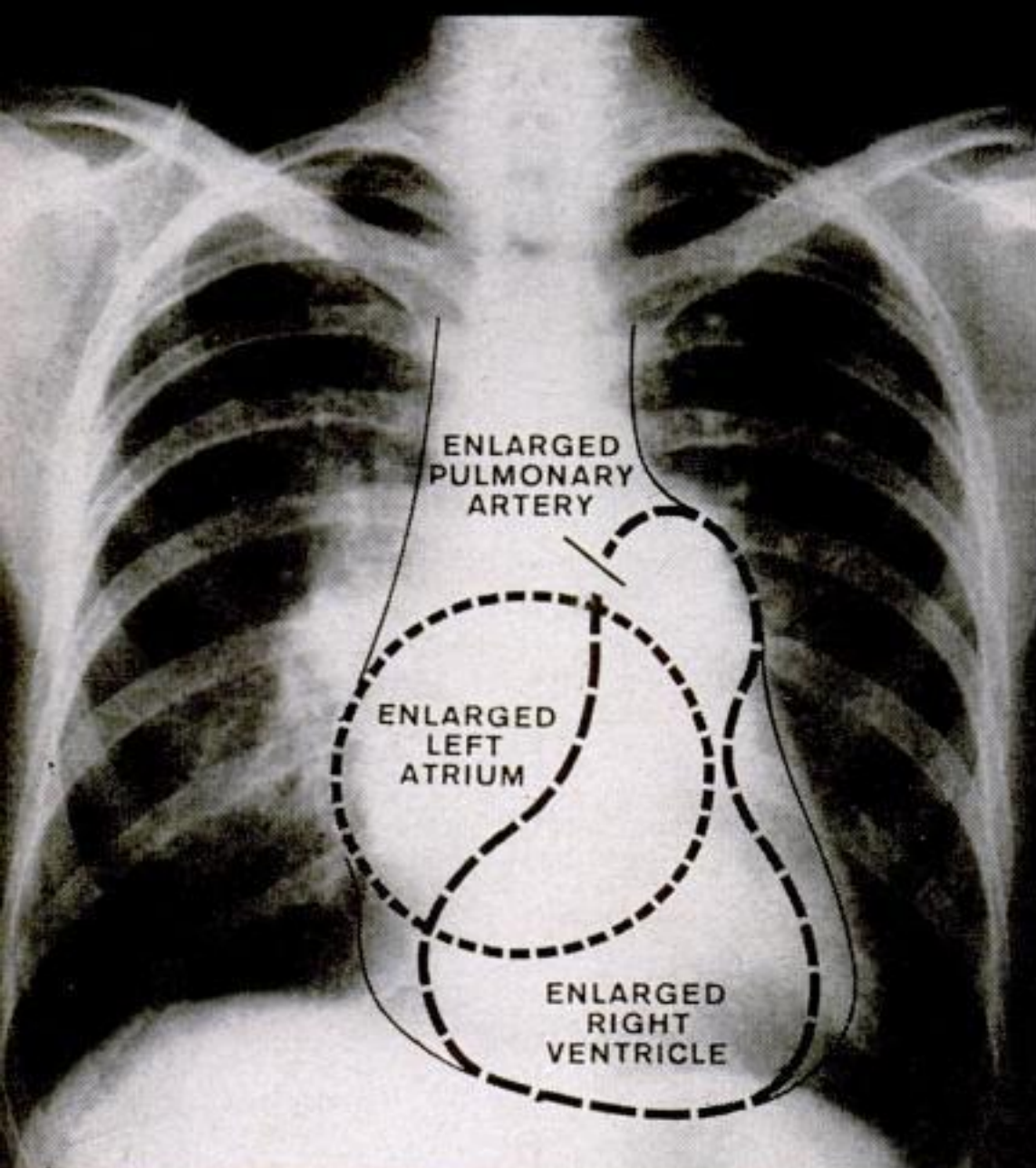




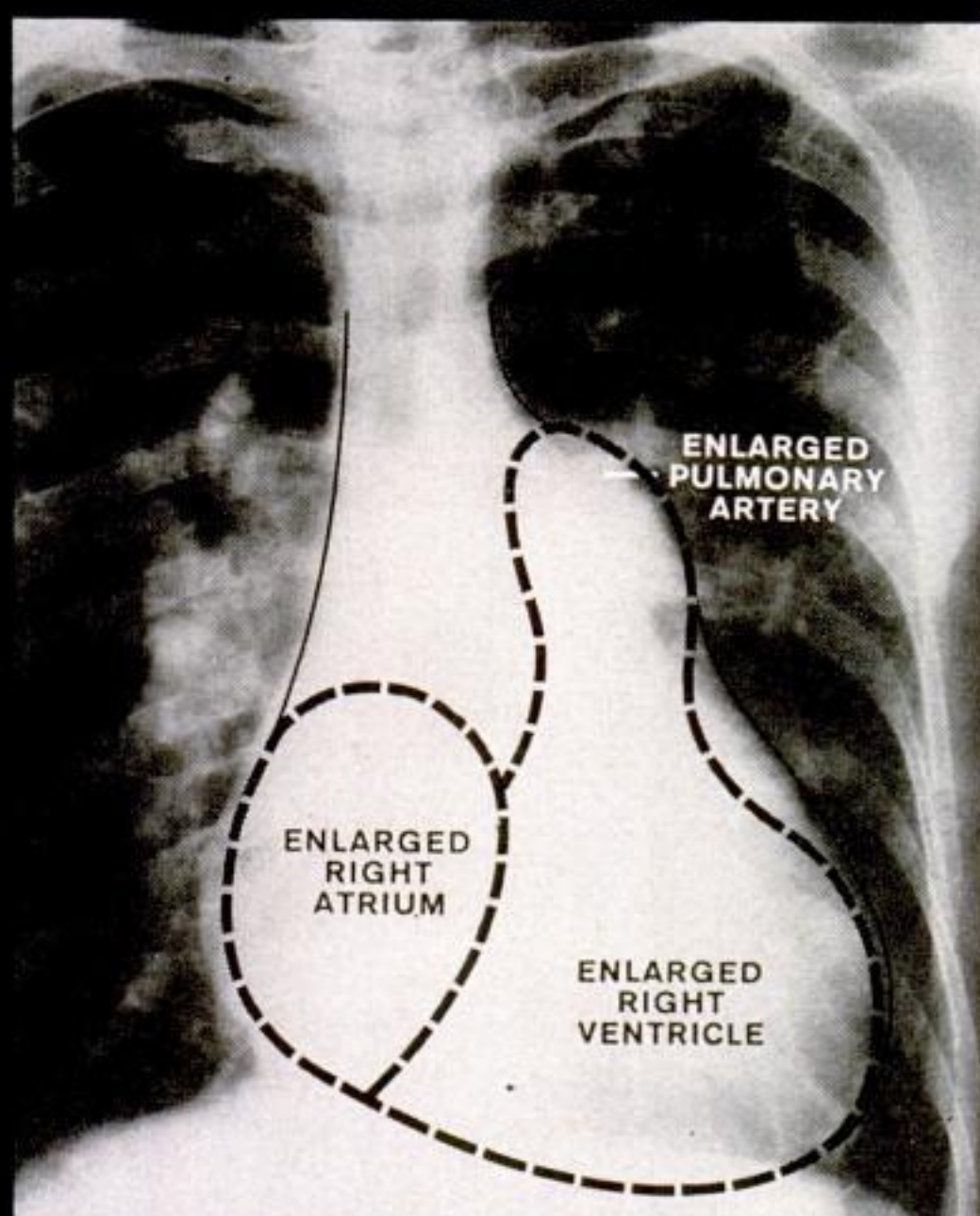
NORMAL



HYPERTENSIVE



RHEUMATIC



CONGENITAL

X-RAYED HEARTS show deformities caused by three of the main ailments. Normal heart has main

parts shown by dotted lines. Abnormal hearts are characteristically misshapen under accurate X-rays.

A MANY-PRONGED ATTACK ON HEART DISEASE

Diseases of the coronaries, like the atherosclerosis which led to the President's heart attack, is one of four basic kinds of heart ailment. Hypertension may cause the heart to enlarge as it struggles to keep up circulation. Rheumatic fever attacks the heart valves. Congenital defects can take many forms, often as a hole between two heart chambers through which blood surges, short circuiting its proper route through the body.

Hypertensive, rheumatic and congenitally defective hearts can usually be recognized in X-rays (above): But coronary disease never shows up in X-rays. This is one reason why in the long history of heart research coronary thrombosis was not diagnosed until 1912.

Much present-day research, supported by over \$16 million annually, provided in part through the American Heart Association, is devoted to finding some direct treatment for

atherosclerosis. To keep the blood flowing to the heart asbestos powder is sometimes used as an abrasive to open up constricted coronaries, and healthy blood vessels have been transplanted to bypass them completely.

One promising but still tenuous study concerns blood ingredients which have the latent power of dissolving blood clots. If scientists could ever use them to break up clots in human coronaries quickly and safely, they could greatly reduce the injury suffered by the heart.

But the greatest emphasis is on finding out the causes of the disease. Scientists have succeeded in inducing atherosclerosis in chickens and monkeys (right) by varying their feed; which supports the suspicions of many experts, like presidential consultant Dr. Paul Dudley White (next page) that there may be a connection between such factors as improper diet, lack of exercise and coronary thrombosis.

HEART ATTACK CONTINUED

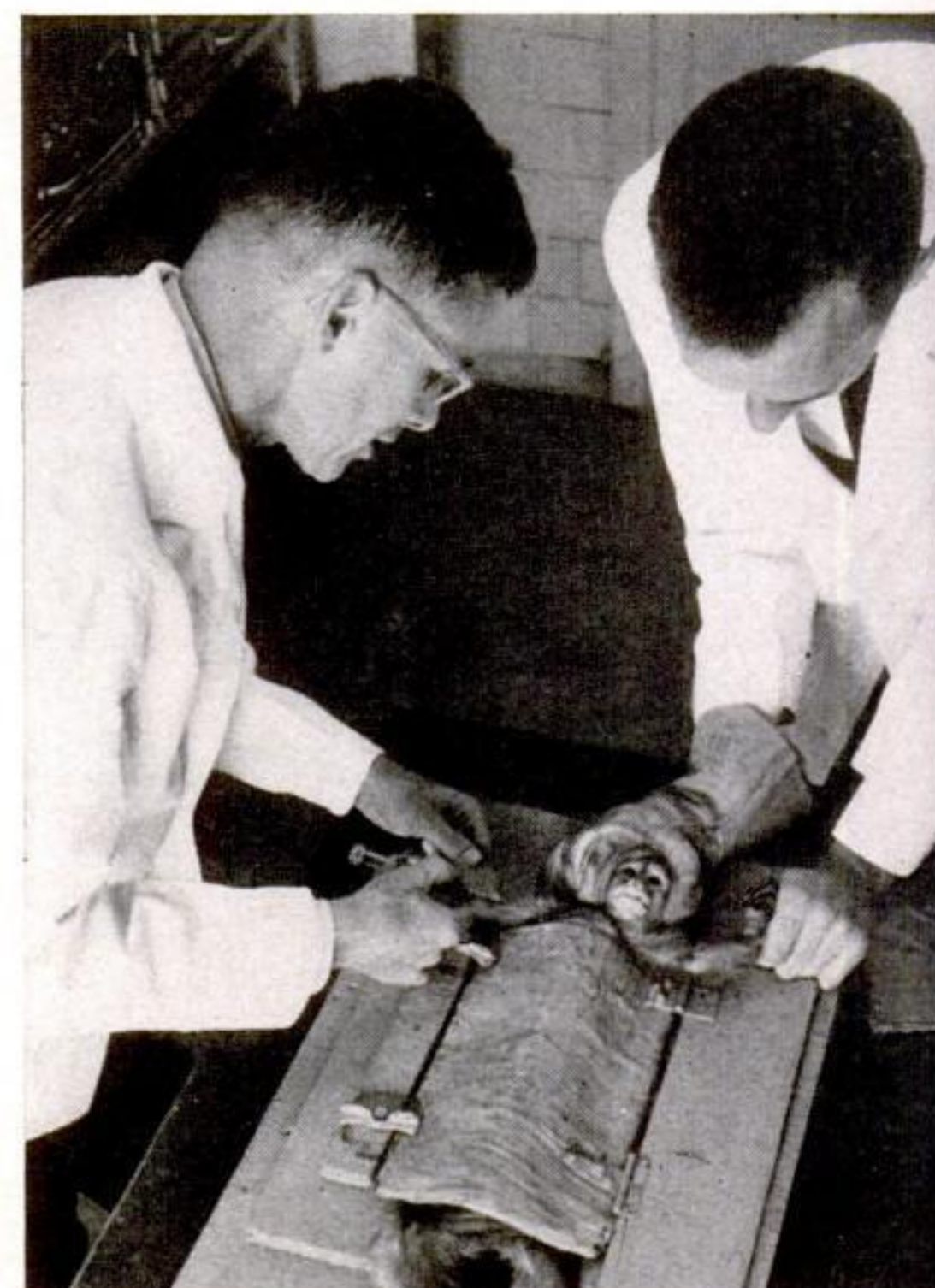
MEDICAL INNOVATORS



HEART RESEARCH PIONEER was William Harvey (1578-1657), an English physician who proved how the blood circulates. In old painting above he explains his discovery to Britain's King Charles I.



ANTICOAGULANTS are championed by New York Hospital's Dr. Irving Wright, who directed eight-year study proving that using them to prevent clots cut deaths from heart attack by a third.



IMMOBILIZED MONKEY gives a blood sample to Nutritionist Dr. Frederick Stare (left) whose research team at Harvard University has developed a special diet which causes atherosclerosis in animals.

PAVED THE WAY FOR MODERN RESEARCH



DISCOVERER Stephen Hales, 18th Century Englishman, first measured blood pressure from height blood rose in tube inserted in horse's artery.



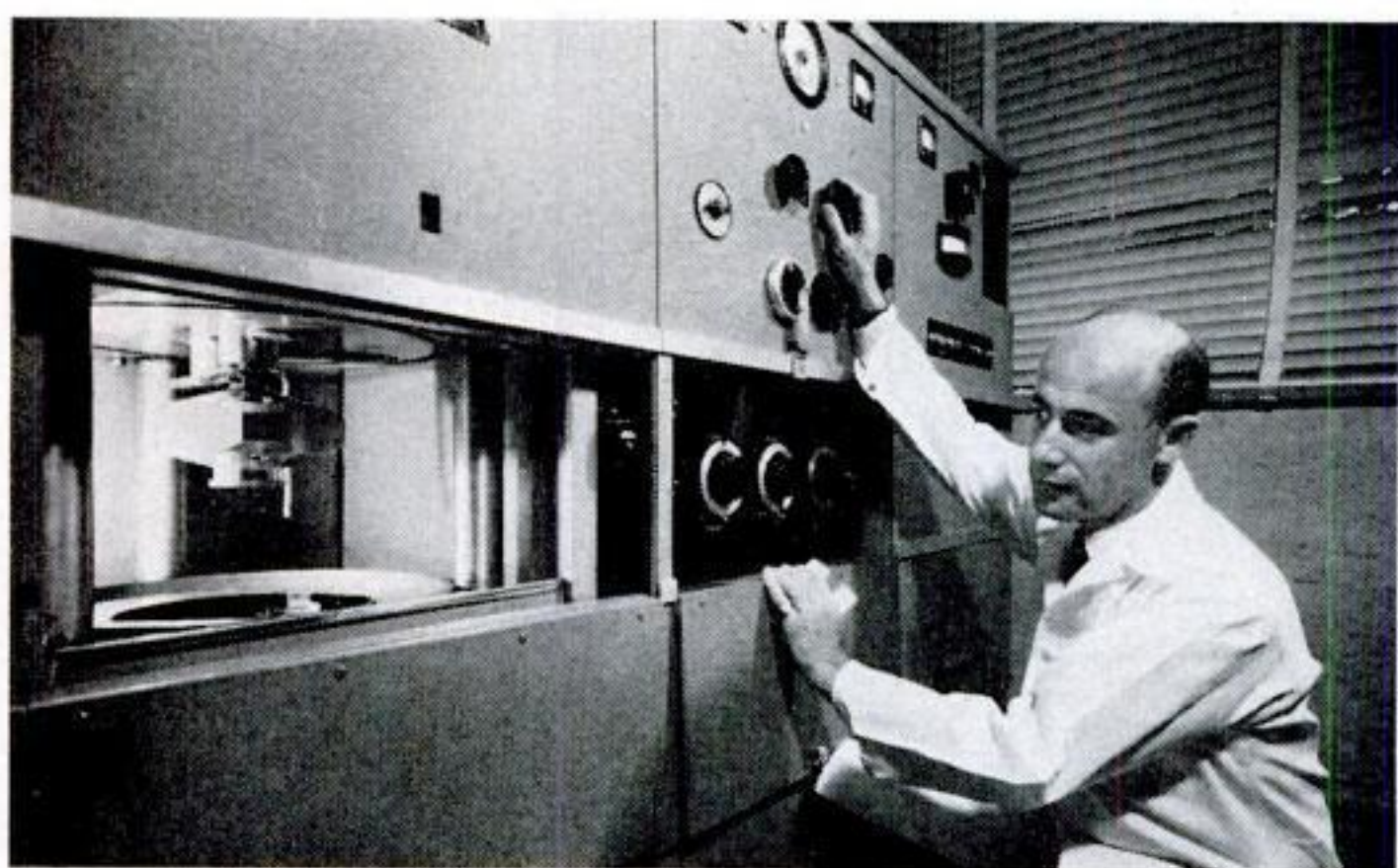
INNOVATOR, Willem Einthoven of Holland, used a primitive device, the string galvanometer, in 1903 to measure electrical activity of the heart.



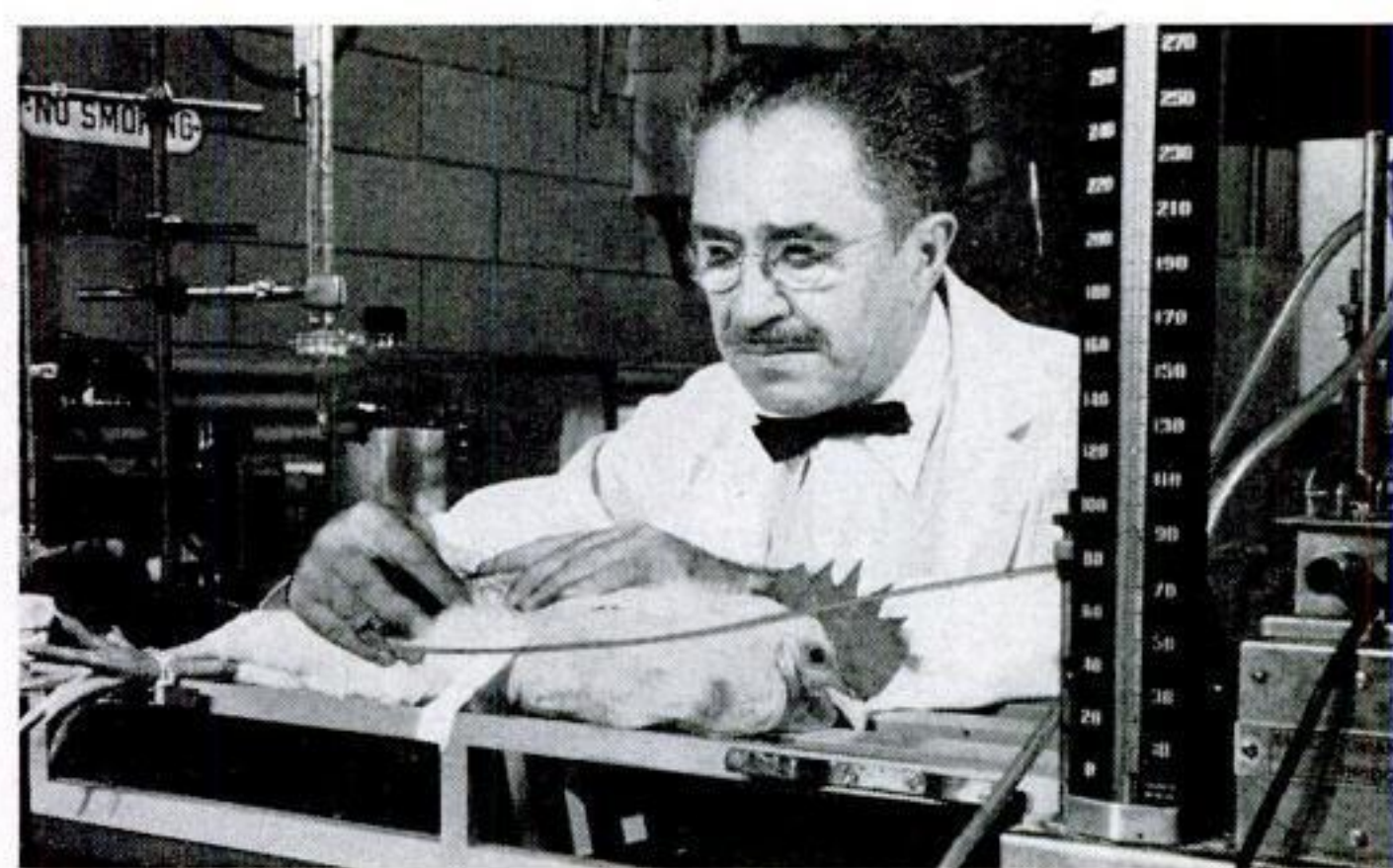
IDENTIFIER of coronary thrombosis in 1912 was Dr. James Herrick. By diagnosis he proved that coronary thrombosis was not always fatal.



EXPERIMENTER, Frank N. Wilson, in 1933 applied electrocardiography for the first time to locate and measure coronary thrombosis injury.



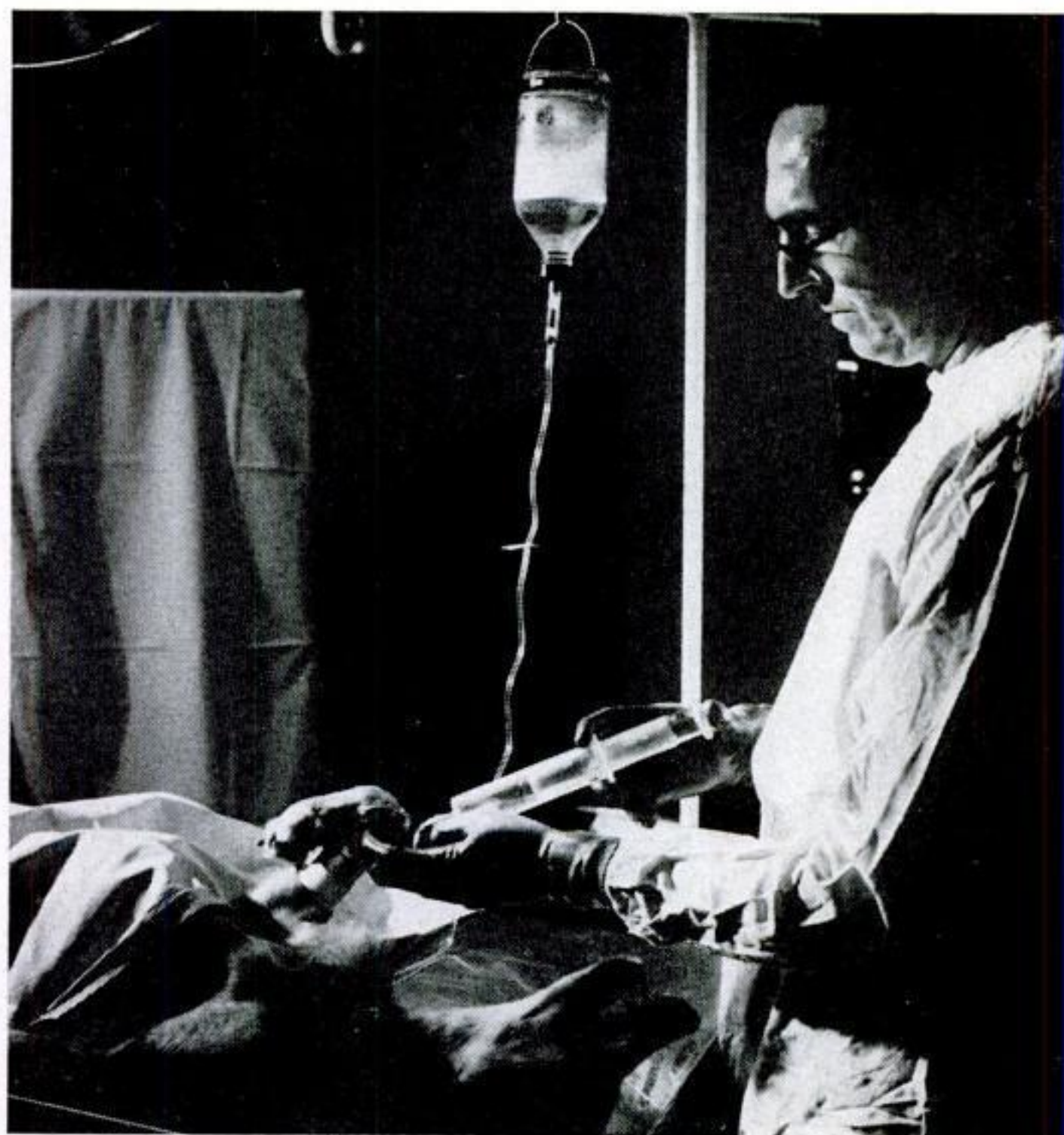
BLOOD SEPARATION in a high-speed centrifuge is carried out by Dr. John W. Gofman of University of California to determine the quantity of lipoproteins (fat-padded protein molecules) in the blood. Gofman has found indications that some lipoproteins, if present in abnormal amounts, can cause atherosclerosis.



FATTED ROOSTER has its blood pressure taken at the hands of Dr. Louis N. Katz of Chicago's Michael Reese Hospital. Dr. Katz feeds some of his chickens a high-fat, high-cholesterol diet supplemented by hormones to induce atherosclerosis. Other hormones which he adds to diet make them resistant to disease.



NEW BLOOD TEST to aid in detection of coronary thrombosis was devised by Drs. Felix Wróblewski (left) and John LaDue of Sloan-Kettering Institute of New York. More accurate than electrocardiogram, test quickly reveals sudden increase of enzyme, transaminase, which occurs when heart muscle is damaged.



BOLD EXPERIMENT was performed by Dr. Eugene Clifton of Sloan-Kettering, who infuses solution into dog's bloodstream to dissolve an artificially created clot. The clot is in a vein in the animal's groin. More experiments will have to be done before technique can be used to dissolve clots in human heart arteries.



AS TYPHUS-FIGHTER Dr. White (*rear center*) served in Greece during 1919 epidemic. An Army medical officer in war, he joined Red Cross for this venture.



AS TOURIST Dr. White (*right*) and friend Dr. Joseph Aub visited Versailles with Cornelia Otis Skinner in 1922, and later found themselves in her book.



AS WHALE HUNTER Dr. White (*center*) sailed with Engineer James Jenks (*left*) and Cardiologist Robert King. White filmed hunt but threw no harpoons.

AS CYCLIST Dr. White still clicks off a brisk five or 10 miles whenever he can. His father, also a doctor, sometimes cycled 100 miles a day.



PRESIDENT'S SPECIALIST TOP MAN IN HIS FIELD

As of this week, the most famous heart specialist in the world is a wiry 69-year-old Bostonian named Paul Dudley White (*inset below*), who was called to Denver on Sept. 25 to examine the President. It is that single fact which has made his name well known to millions of laymen. But among medical men, Dr. White has been an eminent figure for a quarter of a century. He is one of the first Americans to specialize in cardiology, having begun in 1913; he was a pioneer in the use of the electrocardiograph in the U.S.; he has long been an expert diagnostician; and as a professor in the Harvard Medical School has influenced a generation of doctors to follow the specialty. A past president of the American Heart Association, he has been the executive director of the National Advisory Heart Council for the seven years since it was organized.

Each evening now, more or less promptly at 10, Boston time, Dr. White receives a long-distance call. Denver. Thereupon follows a conversation upon which the whole world would like to eavesdrop. On the evening of Sept. 29 the phone rang somewhat early. Dr. White picked it up at once. With not a single word omitted, here is what he said:

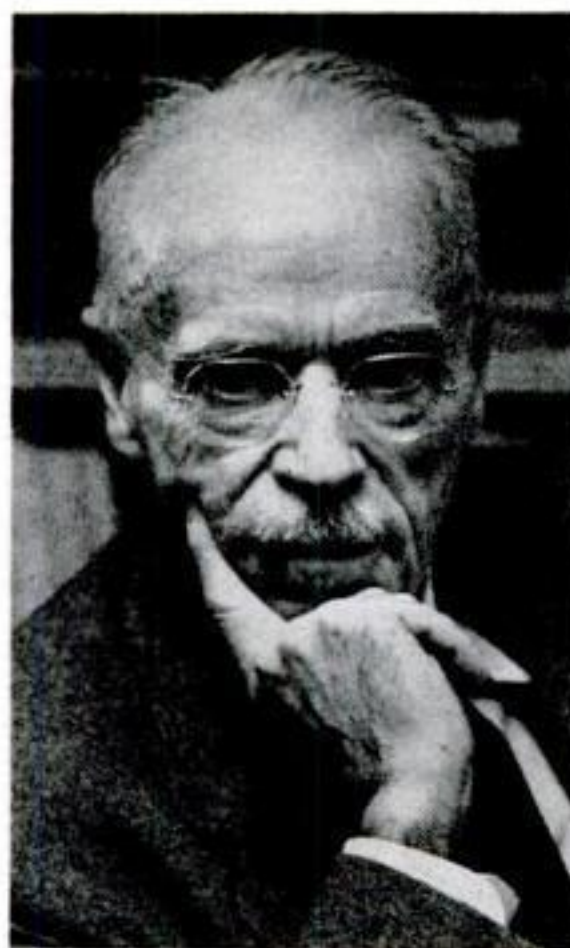
Yes . . . yes, Colonel Pollock . . . Good . . . yes, sir . . . How long was he up? Yes . . . Doing what? Reaching for things? (chuckling) . . . Yes. Did you—you're still on some sedation to try to keep his spirits down? . . . Like a high-spirited horse? (chuckling again) . . . Anybody read to him? . . . Has he read any mail? . . . Oh, yes, sure. What did he have for lunch? . . . And for supper? How many calories? . . . He relished it, of course? . . . You've got them to keep the fat down to 30%? . . . Total today 1,437 calories, 80 in juices. Temperature 98.8 . . . Good, good. Blood pressure? Lungs clear . . . Good, good. . . .

Dr. White has examined many eminent men, but has had only one previous experience, an indirect one, with a President's family in the White House. In the 1920s he was asked to examine John Calvin Coolidge, the President's aged father, who had several grim ailments and was on the point of death. "I suggested he be hospitalized at once in Boston," Dr. White now recalls, "but the old gentleman was horrified at the thought of spending a night outside Vermont. So he went home—and before he left, he insisted on having back the bottle in which he had brought a specimen."

Dr. White has never been fond of publicity outside his profession and until recently had managed fairly well to escape it—except for two occasions. Some 30 years ago, on a ship bound for Europe, he found himself seated at the first officer's table with Cornelia Otis Skinner. They developed a pleasant, casual friendship which suddenly was turned into a doctor-patient relationship when she came down with a massive attack of measles. Appalled at the thought of spending some time in a quarantine

station after the ship reached Europe, Miss Skinner persuaded Dr. White not to report the case. Accordingly he treated her secretly, and when the ship reached port he helped support her while she tottered, heavily veiled and burning with fever, through health inspection. Dr. White forgot the incident, but Miss Skinner did not. Many years later he was startled to find his own name in her best-seller, *Our Hearts Were Young and Gay*. She had reported the whole affair in great detail in her book.

Dr. White's other brush with the nontechnical press stemmed from an unusual piece of cardiological research. For many years he had been interested in the heart action of large mammals and in 1952 astonished laymen and medical men alike when he went after a whale. Off the coast of Alaska, White and some companions harpooned a 14-foot beluga whale. Two specially made harpoons, each carrying an electrocardiograph lead, were sunk into the animal and a successful recording, which showed the pulse rate to be about 15 per minute, was made. However, it was not merely the pulse rate that interested him, but the electrical activity within large hearts. Dr. White believes that large human beings, with correspondingly large but normal hearts, are sometimes mistakenly diagnosed through electrocardiograms as suffering from heart disease. His study may prove that big, large-hearted men are no more diseased than little, small-hearted men, even though their electrocardiograms may appear different.

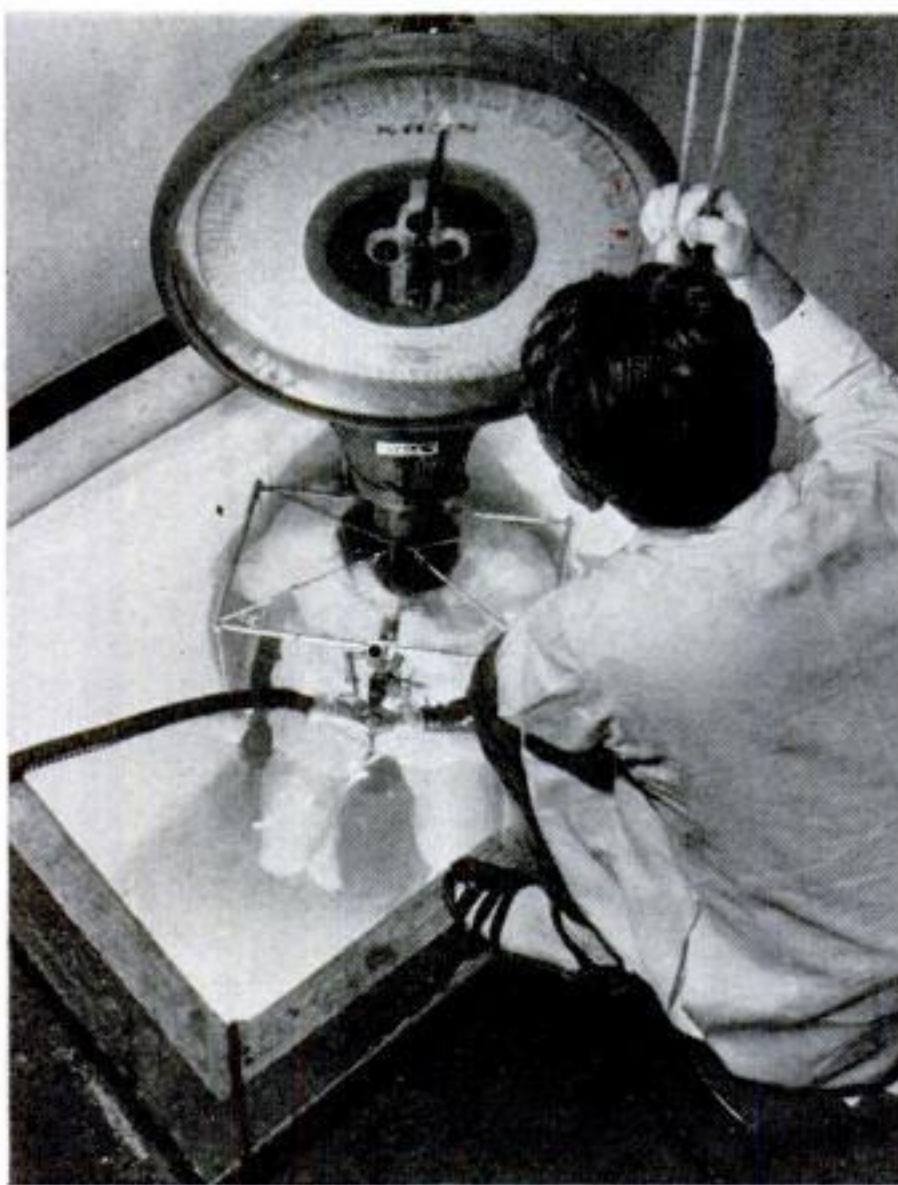


Dr. White's whale research is not held in reverence everywhere in the profession, but this is of small concern to him. He is a tough-minded Yankee with a zest and vitality that would be unusual in a man born in 1920, and is well-nigh incredible in a man born in 1886. When he feels that something should be said, he says it. In one of the early communiqués from Denver, for example, appeared the notation that the President had had a good bowel movement. ". . . I insisted [it] be put in," White says, "because . . . the country will be very pleased. The country is so bowel-minded. . . ."

Dr. White's great interest is in preventive medicine, in research into ways of life as related to heart disease. He suspects that Americans have become far too soft, and that hard physical work is *not* one of the causes of heart disease. (Dr. White cuts his own lawn and rides a bicycle.) "In 1940 I suggested that a study be made comparing the ways of life of 1,000 Vermont farmers and 1,000 New York bankers," he says. "It's too late now—the farmers are all mechanized and the bankers are cutting their own grass—but such studies can and must be made. When I was a young doctor, among the great killers were typhoid and infant dysentery. Today those diseases are practically dead. Preventive medicine, epidemiological research, may do the same in heart disease."



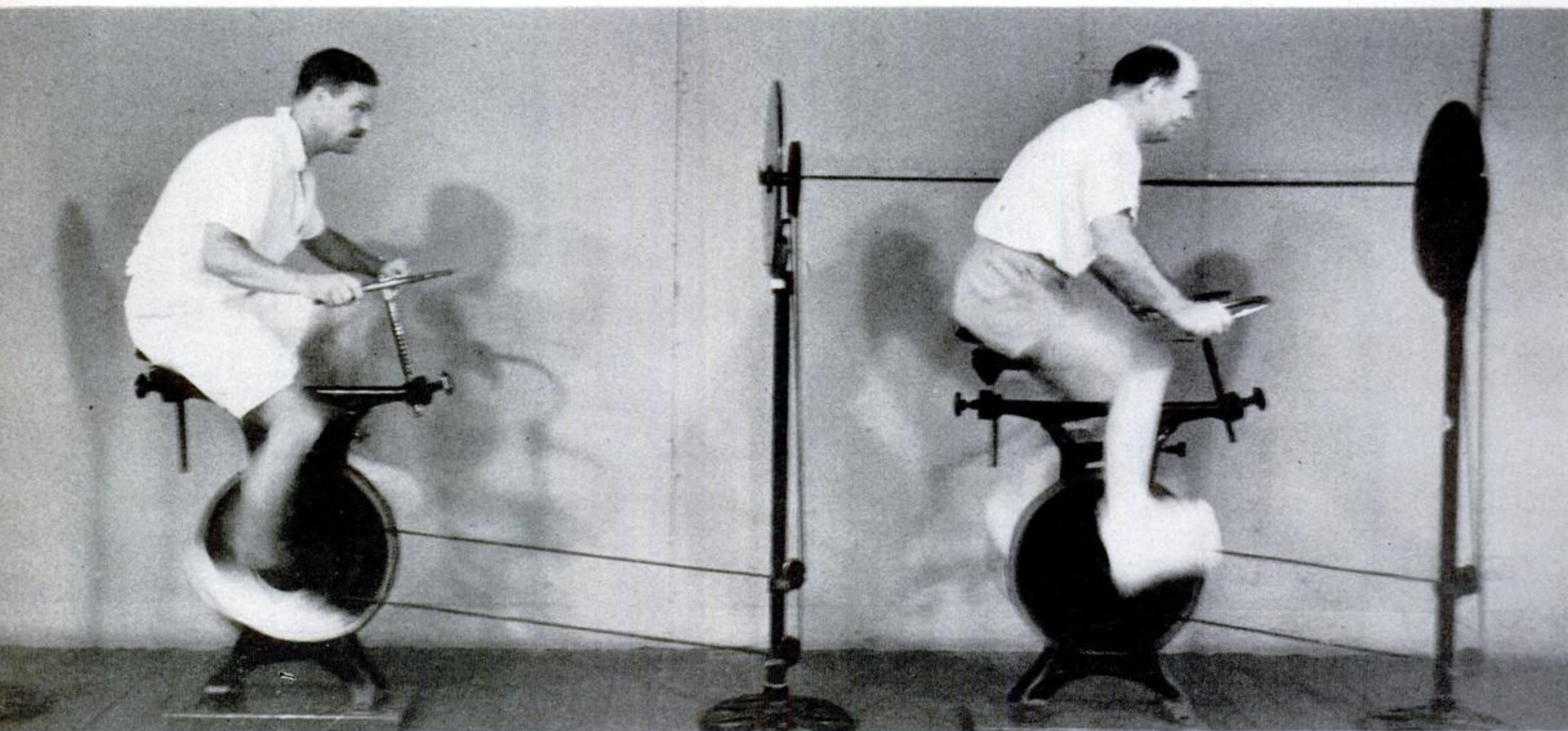
TWO-STEP TEST, devised by Dr. Arthur Master of New York, gives short period of harmless exercise which reveals any tendency toward heart ailment.



SUBMERGED WEIGHING in tank, part of study on 300 executives being conducted by Dr. Ancel Keys of Minneapolis, reveals fat content of bodies.



TREADMILL TREK is another part of Dr. Keys's attempt to spot types of men likely to develop heart trouble. Tilt of treadmill regulates strain on subject.



PEDAL-PUSHING MILITARY MEN TRY TO KEEP IN GOOD PHYSICAL SHAPE IN PENTAGON GYMNASIUM WHERE BUSINESS HAS DOUBLED IN LAST FEW WEEKS

PREVENTION, RECOVERY

One of the major goals of the battle against heart disease is to discover ways of preventing it. Some businesses and organizations, without waiting for precise scientific solutions, have already displayed their concern with the problem by making sure that their top executives get heart-sparing relaxation. The Air Force, in its "common sense" program, strongly urges its generals to take off an afternoon every week for exercise and in many cases has gone so far as to prescribe special low-calorie diets fortified with hormones.

But possible future measures on a national scale await the outcome of a score of data-gathering projects. Some investigations, such as Dr. Ancel Keys's study of 300 businessmen

in Minneapolis, aim at finding out what characteristics make normal people prone to heart disease. Other experiments explore the physical effort involved in various types of jobs (*opposite page*).

Job evaluations are also useful in a different field of research: the rehabilitation of heart patients. Within the past five years heart organizations have set up 35 work classification units in the U.S. There hundreds of recovered patients are given physical examinations as they work to determine whether they are in good enough condition to continue steadily at their regular tasks. Studies so far indicate that eight out of 10 former sufferers who go back to work can safely return to their old jobs.





← **RECOVERED VICTIM** of 1953 heart attack, Karl Topka, wears apparatus to measure physical suitability for his job at Cleveland Graphite Bronze Co.

EVALUATION OF FARM WORK shows relation between each task and strain on heart. Here Purdue graduate student, Don Vogelsang, is loading manure

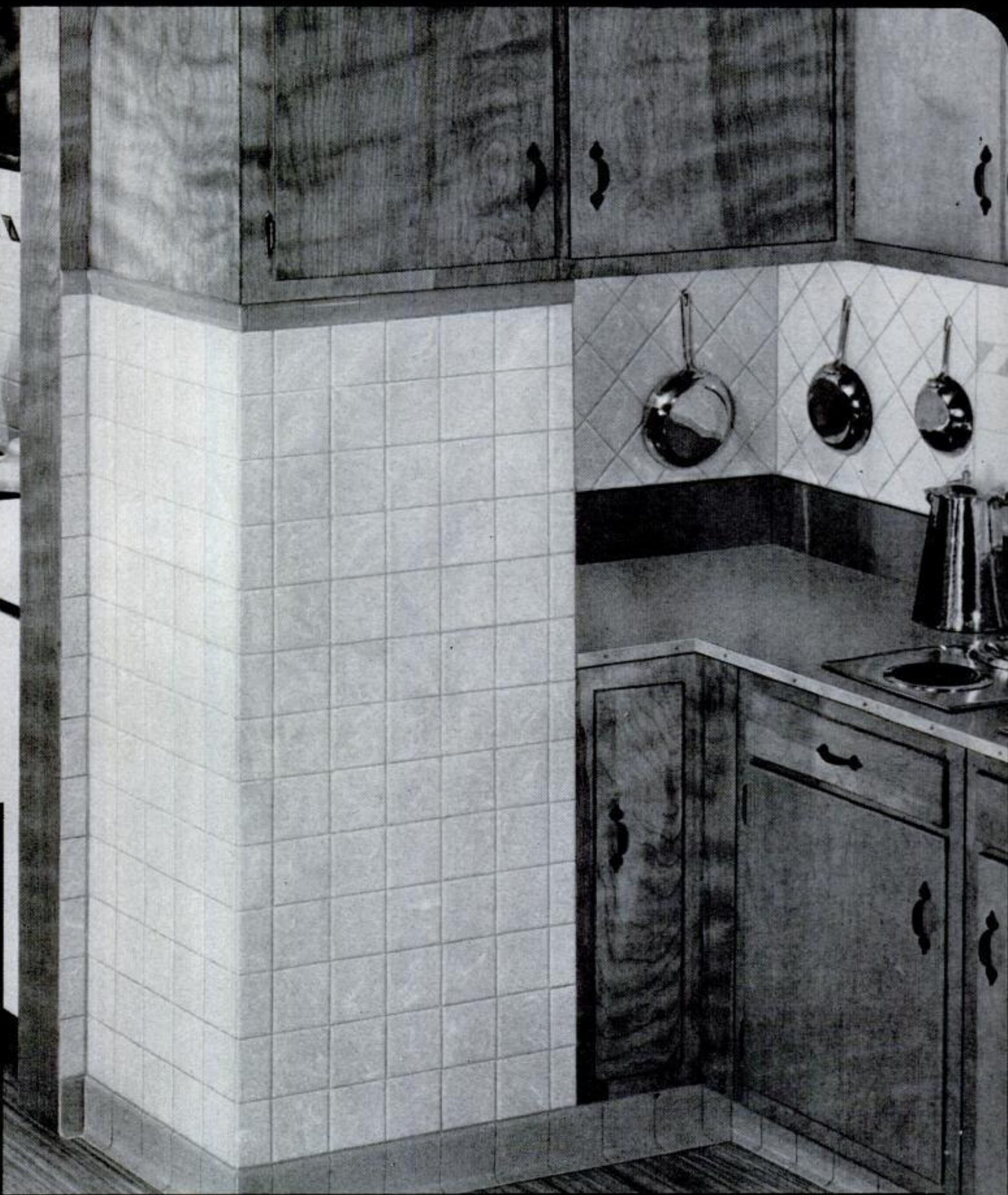
while wearing breathing apparatus and wired to an electrocardiograph. Study will enable doctors to advise a farmer what work he can do after heart attack.

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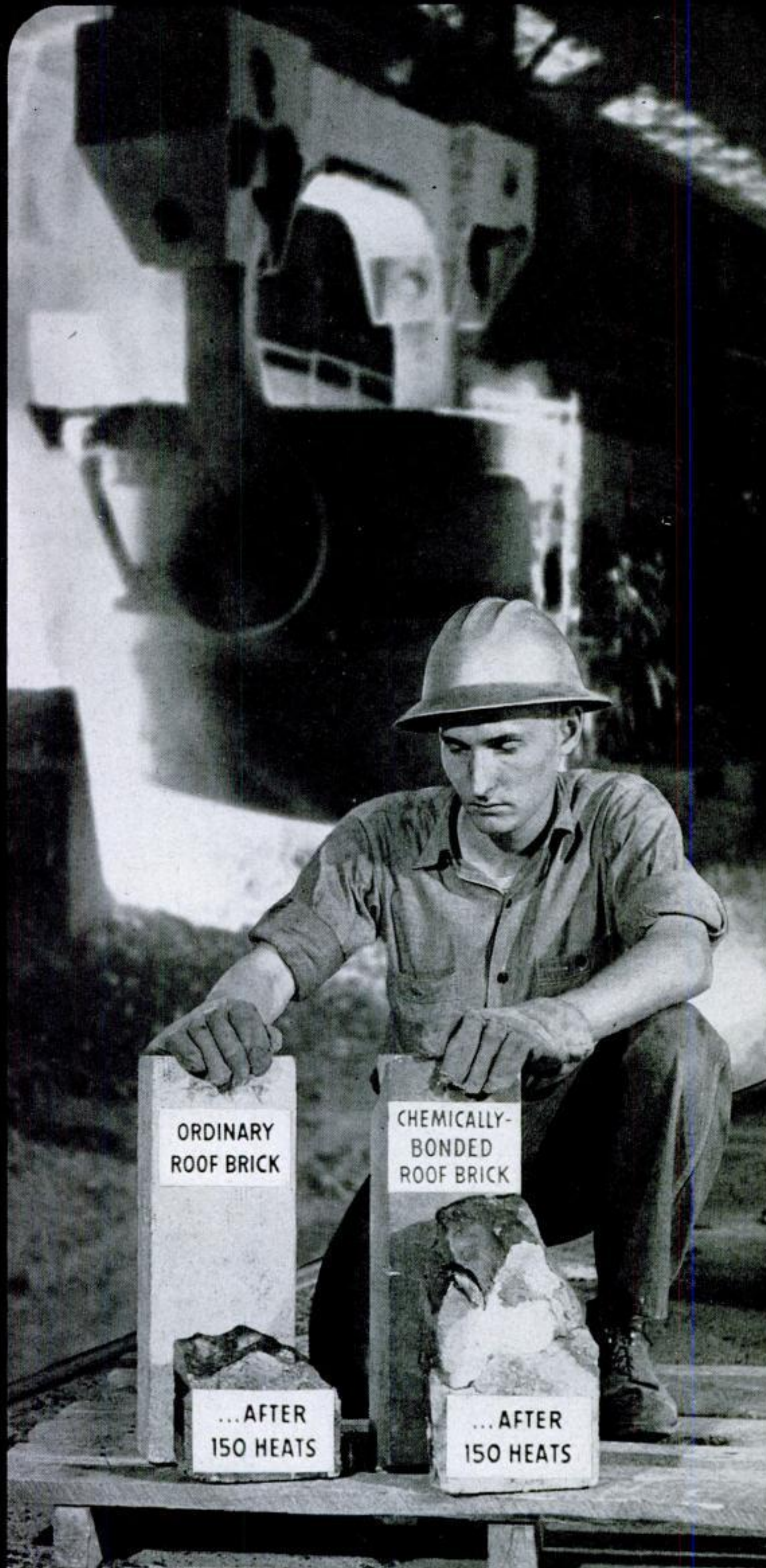
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F.D.R. HAND-PICKS

Truman discloses for the first time the bewildering series of events

In last week's instalment of his memoirs Harry Truman told of the political career that led up to his re-election to the Senate in 1940. Here he describes his subsequent rise to the vice presidency. He gives his own reflections on the role of the Vice President and the succession to the presidency. He also reports on the new crises that confronted him soon after his first days in the White House, which were covered in the first instalment.

by HARRY S. TRUMAN

WHEN I was sworn in for the second time as senator on Jan. 3, 1941, the country was preparing for war. We had suddenly realized that we were unprepared to face the dangers that confronted us and had begun a frantic attempt to remedy that situation. It had become necessary to let enormous contracts for the expansion of airplane plants and for the construction of new ones. Clothing, supplies, munitions, battleships, airplanes and everything necessary for the defense program were being purchased at a rate never before dreamed of.

I was concerned about charges that the huge contracts and the immense purchases that resulted from these appropriations were being handled through favoritism. I saw cliques in labor and in capital, each greedy for gain, while small production plants by the hundreds were being kept inactive by big business. I gave a lot of thought to this situation and I decided to take a closer look at it. I got into my automobile and started out to make a little

investigation on my own. I drove 30,000 miles and came back to Washington convinced that something needed to be done fast.

I drafted a resolution calling for a special committee to investigate the national defense effort. As author of the resolution, I became chairman of the committee. The membership of the committee was both nonsectional and bipartisan. I was determined that the committee was not going to be used for either a whitewash or a smear in any matter before it but was to be used to obtain facts and suggest remedies where necessary.

The idea of the committee was to conduct the investigation of the defense effort simultaneously with the war program in order that mistakes could be remedied before irretrievable damage was done. We were interested in doing a surgeon's job to cure, not in performing an autopsy to find out why the patient died.

The nature of the congressional investigating committee has suffered violence at the hands of some who have not understood or appreciated the scope and function of such a committee. Too often, in recent times, the committees have been used for publicity rather than for the original purposes intended. As chairman of the Special Committee to Investigate the National Defense Program, I made up my mind that it was going to fulfill without fanfare the purpose for which it was created.

Many congressional committees, in the past and in recent times, have been guilty of departing from their original purposes and jurisdictions. The most outstanding example of misdirected investigation occurred during the Civil War when the "Committee on the Conduct of the War" attempted to direct military operations in the field. It was this committee that was responsible for making

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NEWLY NOMINATED VICE PRESIDENTIAL CANDIDATE HARRY TRUMAN, WITH CHAIRMAN SAMUEL JACKSON, ACKNOWLEDGES OVATION OF THE



HIS HEIR

that made him the Vice President

Pope Commanding General of the Army of the Potomac, which proved to be an unfortunate decision. Although it was said that, with Pope in command, the Army's headquarters would be in the saddle, his appearance on the field was soon followed by the disaster of the Second Battle of Bull Run. Horace Greeley made the remark that the headquarters was in the saddle, to be sure, and that Pope had been sitting on his brains.

Senators Brewster and Vandenberg tried, at times, to make another "Committee on the Conduct of the War" out of our committee by attempting to bring the Congress into control of the operations of the military establishment, but we never permitted that to happen.

The committee was responsible for savings not only in dollars and precious time, but in actual lives. We found for example that one manufacturer was turning out engines which were not in accordance with specifications. These engines were endangering the lives of some of our student pilots. The committee condemned 400 of these plane engines. To be equally fair to the manufacturer and to the Army, I made no public announcement of the conditions which our investigator had found. What the committee did was to call in both the manufacturer and the Army and give them each a week or two within which to make their own investigation of the inspection procedures at the plant. Both reported that they found nothing wrong.

A subcommittee of my group then went to inspect the plant and hold hearings. Before it had finished, it had heard scores of witnesses, who testified that defective parts and defective engines had passed inspection at the plant and had been turned over to the



IT WAS IN THIS ROOM of the Blackstone Hotel in Chicago that Truman learned in August 1944 that he was Roosevelt's choice as running mate. This picture was taken when he revisited Chicago recently.

Army. The Army conducted a second investigation on its own and finally agreed with the facts turned up by the subcommittee. This dangerous and dishonest practice was thus brought to an end.

In all, the committee made recommendations resulting in the estimated saving of \$15 billion dollars to the American taxpayer. This was accomplished at a cost of approximately \$400,000, the amount of total appropriations granted for the committee's work. Savings in efficiency, manhours and lives could not be calculated, of course, while the preventive influence wielded by the committee kept countless problems from ever developing.

The committee had filed a total of 32 reports since its creation on March 1, 1941, and there had never been a dissent to any of these despite the fact that the committee had functioned through a major national election and was bipartisan in its membership.

I remained its chairman until August of 1944, when I submitted the following letter to the president of the Senate:

"I herewith submit my resignation as chairman and as a member of the Special Committee of the United States Senate Investigating the National Defense Program.

"It is one of the regrets of my lifetime that this had to be done. But frankly, under the present circumstances, I am of the opinion that any statement, hearing or report for which I would be considered responsible would be considered by many to have been motivated by political considerations.

"Harry S. Truman"

The explanation for this action was, of course, the fact that I had been nominated for the vice presidency of the United States.

Early in 1944 some of my friends began to suggest to me that I become a candidate for Vice President. I had never entertained such an idea, and whenever the suggestion was made, I brushed it aside. I was doing the job I wanted to do; it was one that I liked, and I had no desire to interrupt my career in the Senate.

A promise to Byrnes

IN July 1944, as I was about to leave my home in Independence for the opening of the convention in Chicago, the telephone rang. It was Jimmy Byrnes calling from Washington. He told me that President Roosevelt had decided on him as the new nominee for Vice President, and he asked me if I would nominate him at the convention. I told him that I would be glad to do it if the President wanted him for a running mate.

At the time Byrnes called, Henry Wallace was widely considered to be the leading candidate for the vice presidential nomination, and there was no doubt that he wanted very much to remain Vice President. Still a favorite with President Roosevelt, Wallace also had the almost solid support of labor. His only real opposition was in the South, where he was looked upon by many as a dangerous radical. It was in the South that Byrnes expected to get his biggest push. Wallace, moreover, was not popular as Vice President either in the Senate or with the politicians who ran things in the party organization. Therefore, when Byrnes called to tell me that Roosevelt

1944 DEMOCRATIC CONVENTION THAT PICKED HIM OVER WALLACE



had decided to have him on his ticket for his fourth term, I took it for granted that all the details had been arranged.

Before I left for Chicago, there was another call. It was Alben Barkley, the majority leader of the Senate, asking if I would nominate him for Vice President at the convention. I told him that Byrnes had just called me with the same request and that I had already promised to place his name before the convention.

When I arrived in Chicago, I had breakfast with Sidney Hillman, who was a power in the labor faction of the convention. I asked him if he would support Byrnes. He said he would not, that there were only two men besides Henry Wallace he would support. They were William O. Douglas, Justice of the Supreme Court, and Harry S. Truman, U.S. senator from Missouri. I told him that I was not a candidate and that I had agreed to nominate Byrnes, because he told me the President wanted him.

Then I had a meeting with Phil Murray, head of the C.I.O., and one with A. F. Whitney, head of the Railroad Trainmen. Both expressed themselves exactly as Sidney Hillman had. The next morning William Green, head of the A.F. of L., asked me to breakfast at the Palmer House. He told me that the A.F. of L. did not like Wallace and that they had decided to support me. I told him my position with Byrnes and repeated that I was not a candidate.

While we were talking, Senators Tydings and George Radcliffe came over to our table and asked me to come to their table to meet the Maryland delegation to the convention. I went over, thinking perhaps I could drum up some support for Byrnes. Tydings introduced me, however, as the Maryland candidate for Vice President. All I could do was to explain my position and return to finish my conversation with Green.

I reported all these conversations to Byrnes in detail. Every time I gave him the information, Byrnes told me just to wait, that the President would straighten everybody out in plenty of time.

On Tuesday evening of convention week, National Chairman Bob Hannegan came to see me and told me unequivocally that President Roosevelt wanted me to run with him on the ticket. This astonished me greatly, but I was still not convinced. Even when Hannegan showed me a longhand note written on a scratch pad from the President's desk which said, "Bob, it's Truman. F.D.R.," I still could not be sure that this was Roosevelt's intent, although I later learned that the handwriting in the note was the President's own.

One thing that contributed to my confusion was my knowledge of a letter which the President had written earlier in which he stated that he would be satisfied with either Wallace or Douglas. He had also made a public statement to the effect that, if he were a delegate in the convention, he would personally vote for Wallace.

F. D. R. gives the nod

ANOTHER fact, which I did not learn until some time later, was that the President had called a meeting, far in advance of the Democratic convention, to discuss with party leaders the selection of a running mate. It was at this meeting that Roosevelt told his conferees that he preferred Truman over Wallace, Douglas or Byrnes, and jotted down the note in longhand which Hannegan was to show me at the convention. At the same meeting, he had instructed Walker to notify Byrnes of the decision. I believe, therefore, that Byrnes knew that the President had named me at the time he called me in Independence and asked me to nominate him at the convention.

Meanwhile, the Missouri delegation to the convention held its first meeting, and I was named chairman. The first item of business to come up was a resolution endorsing me for Vice President. In my capacity as presiding officer, I ruled the resolution out of order because I was not a candidate. Then someone called me to the door to pass on the admittance of a visitor. While my attention was thus diverted, the vice chairman of the delegation, Sam Wear, put the motion to a question. I was unanimously endorsed by the Missouri delegation for the nomination to the vice presidency.

In times gone by, the Missourians were always in a knockdown, drag-out fight over what they wanted to do at Democratic conventions. But this time there was no fight over the choice for either chairman or nominee. I did not understand it.

On Thursday afternoon, the day before the Vice President was to be nominated, Hannegan called me from his room in the Blackstone Hotel and asked me to come to a meeting of the Democratic leaders. When I arrived there, they all began to put pressure on me to allow my name to be presented to the convention, but I continued to resist.

Hannegan had put in a long-distance telephone call to the President, who was in San Diego at the time. When the connection was made, I sat on one of the twin beds, and Hannegan, with the phone, sat on the other. Whenever Roosevelt used the telephone, he always talked in such a strong voice that it was necessary for the listener

to hold the receiver away from his ear to avoid being deafened, so I found it possible to hear both ends of the conversation. "Bob," Roosevelt said, "have you got that fellow lined up yet?"

"No," Bob replied. "He is the contrariest Missouri mule I've ever dealt with."

"Well, you tell him," I heard the President say, "if he wants to break up the Democratic party in the middle of a war, that's his responsibility."

With that, he banged down the phone.

I was completely stunned. I sat for a minute or two and then got up and began walking around the room. All the others were watching me and not saying a word.

"Well," I said finally, "if that is the situation, I'll have to

say yes, but why the hell didn't he tell me in the first place?"

My first act was to go over to the Stevens Hotel and report to Byrnes the President's conversation with Hannegan and my decision to do what the President wanted. The following day, I was chosen by the convention as its nominee for the vice presidency of the United States.

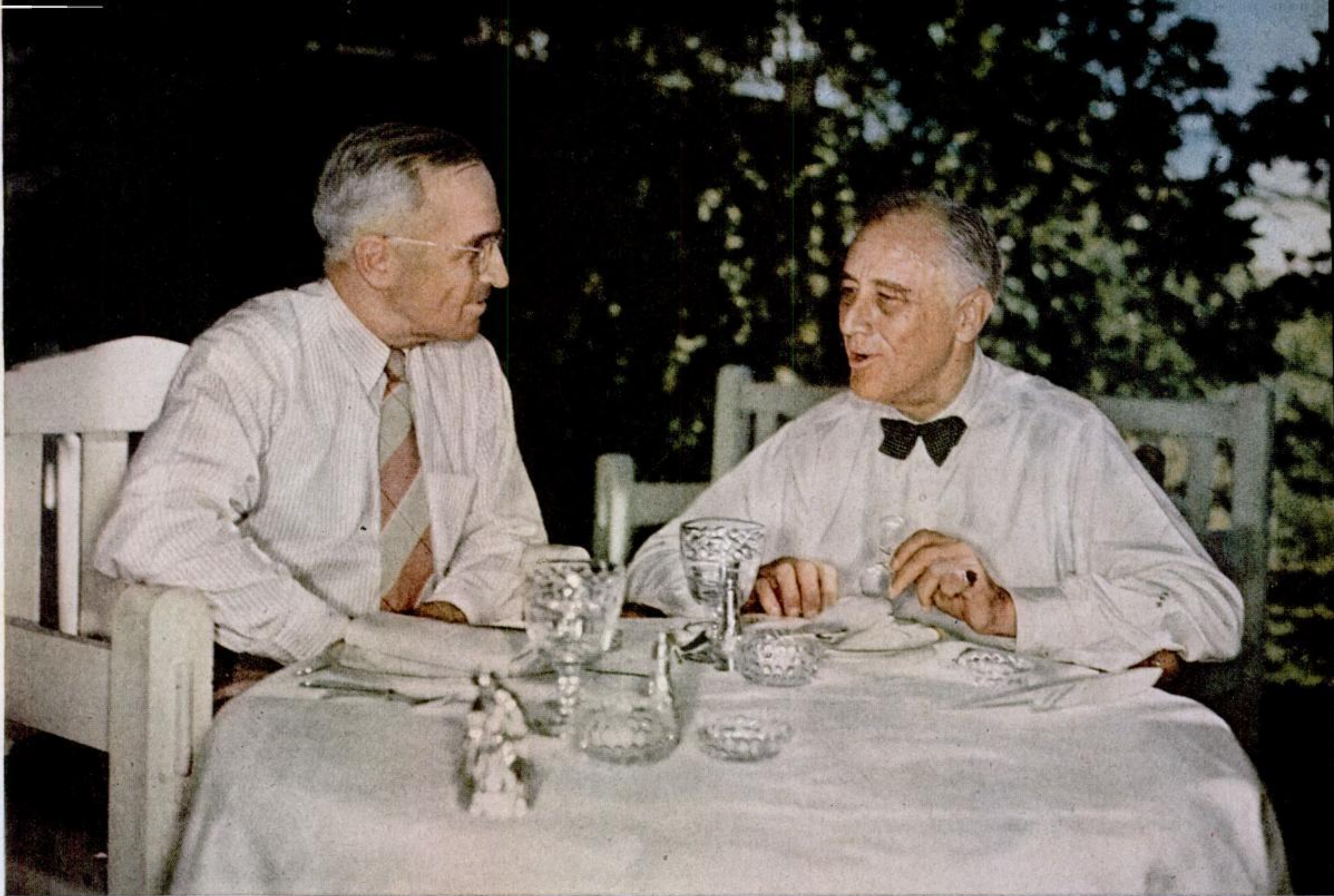
On Jan. 20, 1945, I stood on the south portico of the White House beside President Roosevelt for the third wartime inauguration in the history of our nation. The first one had been Madison's and the second one Lincoln's. A crowd of several thousand had gathered on the White House lawn to witness the ceremony.

As is the custom, I moved first to the front of the platform between the national and the presidential flags to have Henry Wallace, the retiring Vice President, administer the oath of office to me. In a matter of minutes I was the new Vice President of the United States. I stepped back, and President Roosevelt took his place at the front of the portico to receive the oath of office for his fourth term from Chief Justice Stone.

There was a postinaugural White House luncheon after the conclusion of the President's address and the ceremonies. I slipped away from the luncheon a few minutes ahead of time, hitchhiked a ride to Capitol Hill and telephoned my mother at Grandview. She told me that she had heard the induction ceremony over the radio. "Now you behave yourself," she warned me.



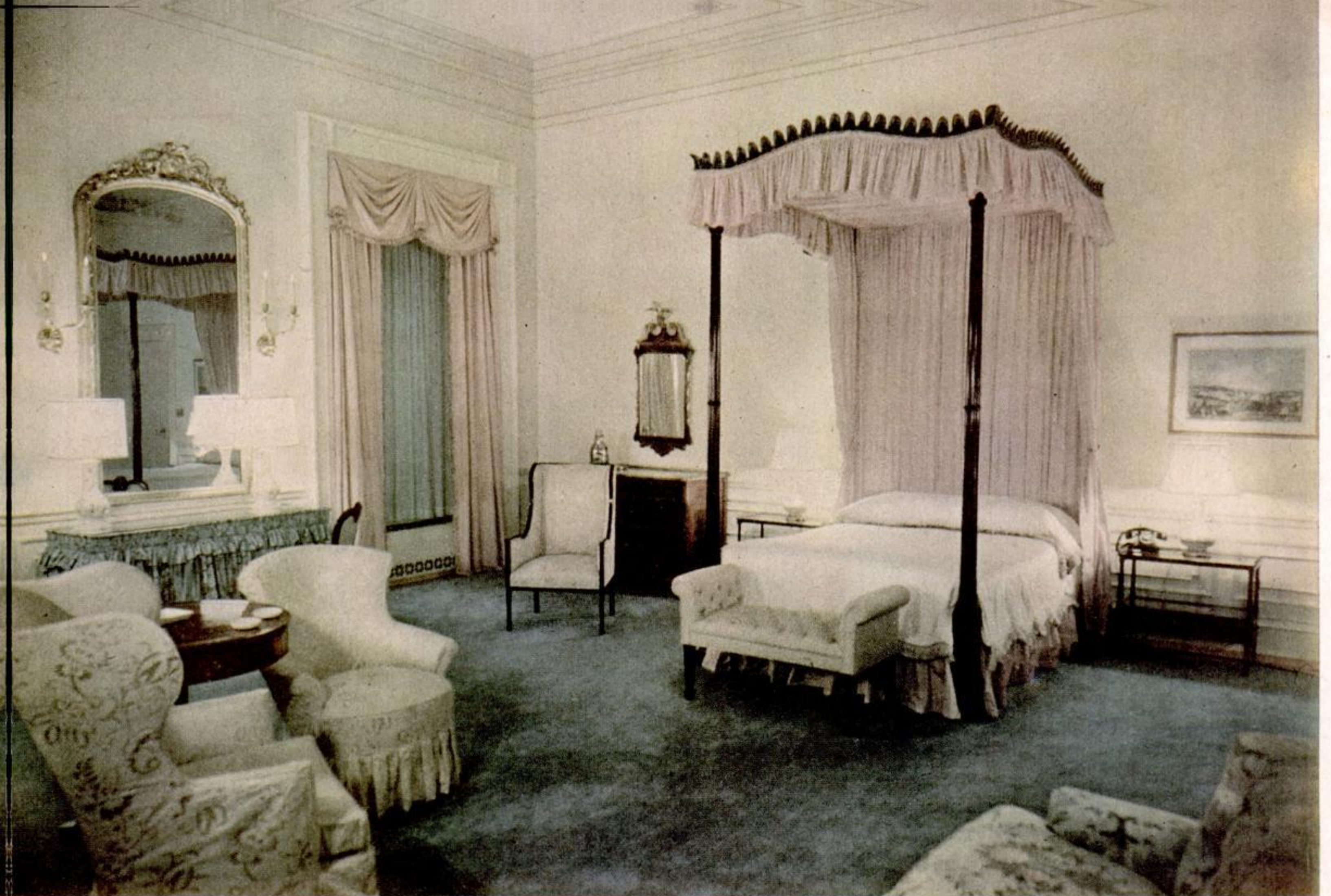
AS DEFENSE INVESTIGATOR Truman makes personal study of the cockpit of training plane which is explained to him by Army inspector.



PLANNING 1944 campaign, Truman and F.D.R. lunch at the White House a month after Truman's nomination for Vice President. F.D.R. said he was so busy with the war Truman would have to do the campaigning. "The Republican candidates never had a chance," Truman says.

HONORING A HERO, President Truman reads a citation on White House lawn (*below*) to General Eisenhower in June 1945 as he presents Ike's third Distinguished Service Medal. Mrs. Eisenhower watches. It was 10 weeks after Truman had become President, six weeks after V-E Day.





ROSE ROOM on second floor of White House was one Truman's mother refused to sleep in on her only visit to her President son. She said it was "too fussy." Room has been used by Queen Mother Elizabeth of England, Queen Juliana of the Netherlands, Queen Marie of Romania.

LINCOLN ROOM (*below*) is used for high-ranking guests like the late King George VI. As a joke, Vivian Truman told his mother this would be her room on her visit. An unreconstructed rebel, "Mama" Truman bridled, said she would sleep on the floor rather than in a bed Lincoln used.



TRUMAN ON VICE PRESIDENTS AND SUCCESSION TO THE PRESIDENCY

IT is a mighty leap from the vice presidency to the presidency when one is forced to make it without warning. Under the present system, a Vice President cannot equip himself to become President merely by virtue of being second in rank. Ideally, he should be equipped for the presidency at the time he is elected as Vice President. The voters, instead of considering a vice presidential candidate as a sort of appendage to the presidency, should select him as a spare Chief Executive. As such he should be kept fully informed of all the major business transacted by the President.

John Tyler was the first Vice President to succeed to the presidency as the result of the death of the Chief Executive. Tyler's brother was the father of my great-grandmother, and the whole Tyler family is mixed up with both sides of my father's family. I never held a high opinion of John Tyler, although he did bring Texas into the Union. It was he who established the precedent that when a Vice President succeeds as Chief Executive, he becomes President in fact and not merely an Acting President.

No Vice President is ever properly prepared to take over the presidency, because of the nature of our presidential, or executive, office. The President is the man who decides every major domestic policy, and he is the man who makes foreign policy and negotiates treaties. In doing these things, it would be very difficult for him to take the second man in the government—the Vice President—completely into his confidence. The President, by necessity, builds his own staff, and the Vice President remains an outsider, no matter how friendly the two may be. There are many reasons for this, but an important one is the fact that both the President and Vice President are, or should be, astute politicians, and neither can take the other completely into his confidence.

The Vice President, as president of the Senate, associates continually with the most astute politicians in the country. The President cannot afford to have his confidential matters discussed in Senate cloakrooms. A leak from the White House to the senators is always worth a headline, and that is one of the reasons why it is very difficult for a President to take the Vice President completely into his confidence.

Such a possible leak, every President realizes, need not be the result of an intentional act on the part of the Vice President. But an unintentional leak can be as harmful as an intentional one.

My relations with Roosevelt were such that I considered myself his friend. My association with him was close and cordial and interesting, and there was no change when I became Vice President.

Franklin D. Roosevelt renewed the practice of arranging for the Vice President to sit with him in the Cabinet.

The presence of the Vice President at Cabinet meetings is necessarily an informal arrangement. Actually he attends such meetings only by invitation of the President. In my 82 days as Vice President, only a few Cabinet meetings were held, for the President was abroad the greater part of the time or at Warm Springs. I attended when the meetings were called, but I soon learned that little of real importance was discussed, for Franklin Roosevelt

usually had conferences with individual members of the Cabinet before and after the meetings and it was then that detailed discussions usually took place.

I believe Roosevelt took a great deal of pleasure in getting one member of the Cabinet to argue against another, and in then hearing what they had to say. I watched him do it. He would beam when Ickes jumped on Hopkins, or Hopkins on Ickes. He sometimes seemed amused when Morgenthau raised mischief with the Secretary of State on how he was handling things.

The relationship between the President and the Vice President is complicated further by the fact that the Vice President is in between the legislative and the executive branches of the government without, in the last analysis, being responsible to either. The Vice President cannot become completely acquainted with the policies of the President, while the senators, for their part, look on him as a presiding officer only, who is outside the pale as far as the senatorial club is concerned.

The Vice President, on the other hand, may have considerable status as a party member. He is considered as the No. 2 man in the party setup, and this may—or may not—give him influence in the Senate. It depends upon the man. If the senators find him likeable, he has considerable influence, and this was true of Garner and Barkley, both of whom were outstanding Vice Presidents. If he is not liked, or is not familiar with politics or with the Senate approach to things, he is left on the outside. Wallace, as an example, and for these reasons among others, had very little influence with the Senate.

At all times the Vice President, in dealing with the Senate, must be a model of tact and forbearance.

The tradition of vice presidential deference to the Senate arose primarily because of the fact that the Vice President himself actually has very little power. He never engages in debate. As presiding officer, he may make rulings, but any of these can be appealed and overruled. He does not appoint the committees of the Senate, except special or select committees which are made on recommendations by leaders of each party.

'The man makes the office'

IT has always been my feeling that this office, which is the second highest honor which can be bestowed by the American people, has great inherent and potential dignity that has been sadly neglected. The opportunities afforded by the vice presidency, particularly as president of the Senate, do not come—they are there to be seized. The man who fills the office can choose to do little or he can do much. The Vice President's influence on legislation depends on his personality and his ability, and especially the respect which he commands from the senators. Here is one instance in which it is the man who makes the office, not the office the man.

Ordinarily a Vice President has four years to develop these opportunities. I had the office less than three months.

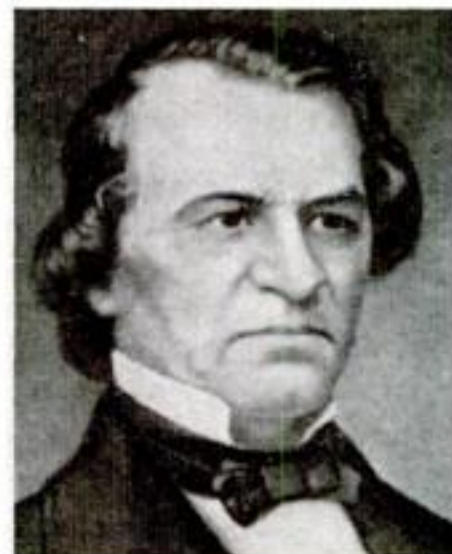
CONTINUED



TYLER



FILLMORE



JOHNSON



ARTHUR



ROOSEVELT



COOLIDGE

PRESIDENTIAL SUCCESSORS who went to White House from vice presidency before Truman included his collateral ancestor John Tyler,

who succeeded W. H. Harrison in 1841. Only two, Roosevelt and Coolidge, later won election to presidency in their own right as Truman did.

MAMMA COMES TO WHITE HOUSE

THE German surrender came only a little less than four weeks after I had taken the oath of office as President. On May 7, the night before V-E Day, we moved from Blair House to the White House. I got up early V-E Day and wrote a letter to Mamma and my sister Mary: "I am sixty-one this morning, and I slept in the President's room in the White House last night. They have finished the painting and have some of the furniture in place. I'm hoping it will all be ready for you by Friday. My expensive gold pen doesn't work as well as it should."

"This will be a historical day. At 9:00 o'clock this morning I must make a broadcast to the country announcing the German surrender. The papers were signed yesterday morning and hostilities will cease on all fronts at midnight tonight. Isn't that some birthday present?"

"Have had one heck of a time with the Prime Minister of Great Britain. He, Stalin and the U.S. President made an agreement to release the news all at once from the three capitals at an hour



FOND SON Harry Truman welcomes his mother as she and his sister arrive in Washington exactly one month after he became President.

that would fit us all. We agreed on 9 a.m. Washington time which is 3 p.m. London and 4 p.m. Moscow time.

"Mr. Churchill began calling me at daylight to know if we shouldn't make an immediate release without considering the Russians. He was refused and then he kept pushing me to talk to Stalin. He finally had to stick to the agreed plan—but he was mad as a wet hen."

"Things have moved at a terrific rate here since April 12. Never a day has gone by that some momentous decision didn't have to be made. So far luck has been with me. I hope it keeps up. It can't stay with me forever however and I hope when the mistake comes it won't be too great to remedy."

"We are looking forward to a grand visit with you. I may not be able to come for you as planned but I'm sending the safest finest plane and all kinds of help so please don't disappoint me."

"Lots & lots of love to you both. Harry"

ON May 12, the 30-day period of mourning for President Roosevelt was over. We had moved to the White House from Blair House with very little commotion, except that Margaret's piano had to be hoisted through a window of the second-floor living room. Our living quarters in the White House had been repainted.

Had the pressure of events been less, I would have liked to go to Grandview, my mother's home, for Mother's Day. I had planned to have my mother and sister visit us as early as they could after we were settled in the official residence of the President. I now sent the presidential plane, the "Sacred Cow," to bring them to Washington for Mother's Day. This was Mamma's first airplane trip. . The plane that brought her was the one that

CONTINUED



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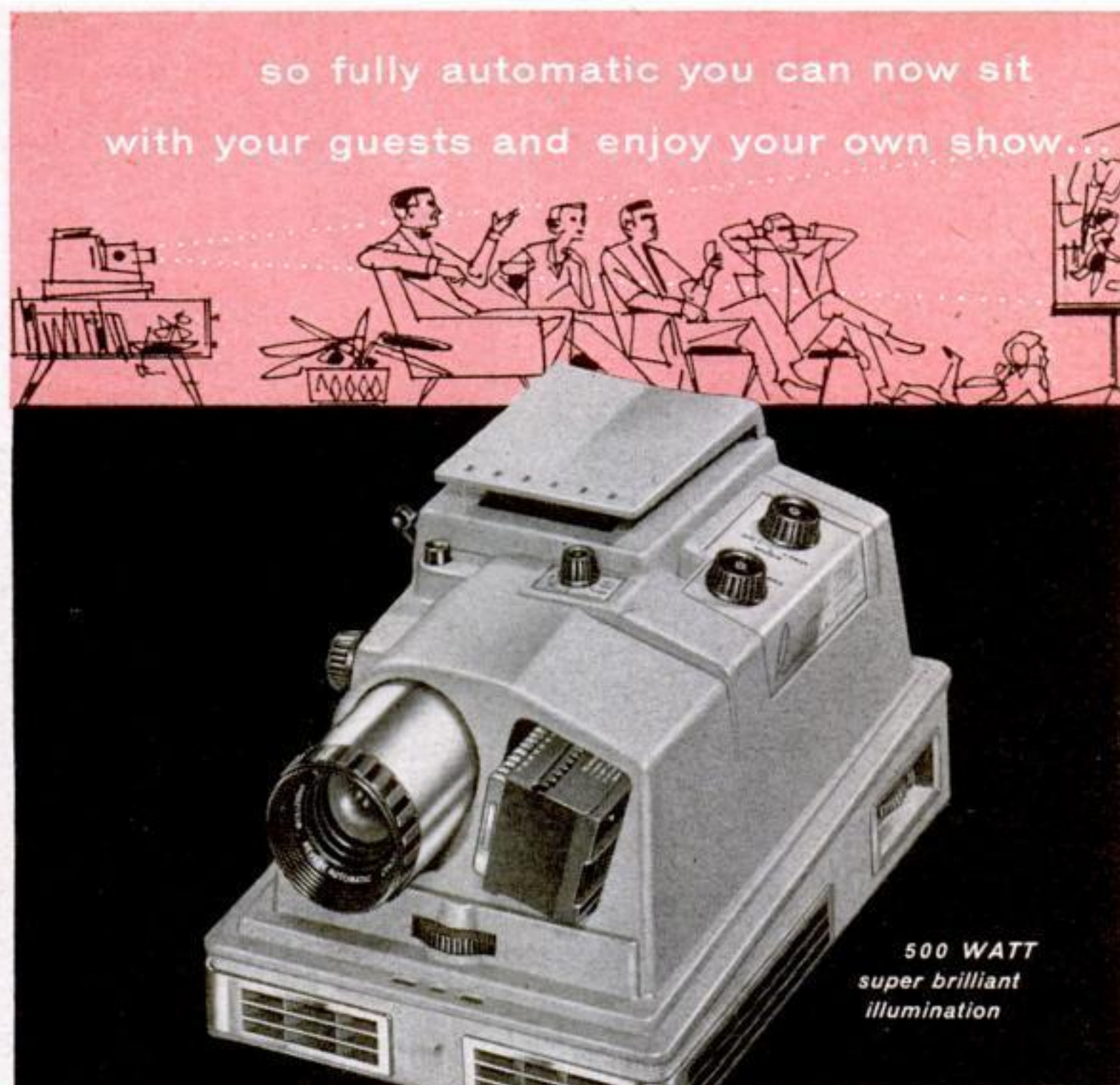


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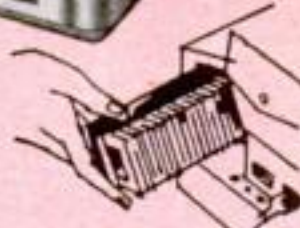
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TRUMAN CONTINUED

took President Roosevelt to and from his transatlantic conferences. It had a specially built-in elevator to help lift him in and out of the plane.

Mamma got a great kick out of the trip. The only thing she did not like was her experience with the elevator. When the plane landed and she was being taken down, the elevator stuck. It had to be pulled back to get her out. She turned to Lieut. Colonel Myers, the captain and pilot, and said, "I am going to tell Harry that this plane is no good and I could walk just as easily as I could ride."

By this time, a regular passenger stairway had been rolled up to the plane, and I escorted her down myself. When she saw all the reporters and photographers, she turned to me.

"Oh, fiddlesticks," she said. "Why didn't you tell me there was going to be all this fuss, and I wouldn't have come."

My mother, who was an unreconstructed rebel, had come to Washington a little concerned about the bed she was going to sleep in, because my brother Vivian had told her several days before she left that the only room available for her at the White House was the Lincoln Room. Vivian told her she would have to sleep in the bed where Lincoln had slept. My mother said to Vivian, "You tell Harry if he puts me in the room with Lincoln's bed in it, I'll sleep on the floor."

Many years ago, when I first joined the National Guard, I went to the farm at Grandview in my new blue uniform. It was a beautiful uniform with red stripes down the pants legs and a red *fourragère* over the shoulder. My good old redhaired grandma, Harriet Louisa Young, looked me over and told me it was a "pretty uniform," but that was the first time a blue uniform had been in the house since the Civil War, and she said please not to come in it again. My mother felt the same way about the uniform, only she did not tell me not to wear it.

The queens' room was 'too fussy'

BUT by the time we reached the White House she had been reassured. She was to sleep in the Rose Room (p. 166), one of the principal guest rooms. This is the room in which all the queens who had ever visited the White House had slept. But my mother took one look at the bed and started walking around the room. This was not for her. The bed was too high and too big, and the surroundings were too fussy, she said. Then she saw the adjoining room, a much smaller room, which was used by ladies-in-waiting to the queens who were guests at the White House. It was cozier and had a single bed in it.

"This is where I'm going to sleep," she decided, and that was her room throughout her stay. It was Mary who took the larger room.

Mamma made herself at home very quickly. She got along well with the household help. They fell in love with her and felt at ease with her. She never presumed on the position she had as my mother, and everyone liked her frankness. Mamma explored all of the White House. The first day she fell down the stairway at the end of the hall in the East Wing. She was alone at the time, and she told no one about it.

The following day—Sunday, May 13—was Mother's Day, and we were to attend religious services in the chapel of the Naval Medical Center at Bethesda, Md. Mamma said that she did not feel quite up to going to the services, but I did not know at the time that she had had an accident. She kept this a secret for two weeks.

MY mother never tried to give me any advice as President. She had a keen interest in politics, and she knew what was going on. As a matter of fact, she was a regular reader of the *Congressional Record*, and she kept up a correspondence with several senators.

During her stay at the White House she was interested in everything that was going on. But she did not seem to feel that there was anything special about my being in the White House or about my being President. She thought it was just the natural thing. It did not give her any ideas of grandeur. She was just the same Mamma she had always been.

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REPLACING F.D.R.

It was inevitable that Roosevelt's death would raise questions about the working relationship between the heads of government of Great Britain, Russia and the United States. In a number of conferences and frequent meetings, a personal knowledge and estimate of each other had grown up between Roosevelt and Churchill and among Roosevelt, Churchill and Stalin. It was natural that a new relationship would have to be established by me and that I would have to meet with Churchill and Stalin. But it was impossible for such a meeting to take place while I was under an enormous burden of work involving so many critical decisions. At the same time I wanted to get word to Churchill and Stalin through a trusted representative of Roosevelt that there had been no change in the basic policies of the United States.

On May 4 I saw Hopkins again, for the first time since our return from Hyde Park and the graveside of President Roosevelt.

While on the journey to and from Hyde Park, Hopkins and I had continued our talks about Russia. I suggested to Hopkins the possibility of his going on a personal mission for me to Stalin. I inquired about his health, asking whether he thought he would be strong enough to undertake the journey. Hopkins at that time said he would have to talk to his doctor.

Now, as I shook hands with Hopkins, I saw that he was still a sick man. But Hopkins was a man of courage, and since I was disturbed at the trend of Russian developments, I presumed again to raise the subject of his undertaking a mission to Stalin.

Hopkins said that he was prepared to go.

I made it plain to Hopkins that in talking to Stalin he was free to use diplomatic language or a baseball bat if he thought that was the proper approach. I further instructed him to tell Stalin that I would be glad to see him personally and that I thought it was now his turn to come to the United States, as our President had been to Russia.

The following evening I saw Joseph E. Davies and told him I wanted him to go to London.

Ambassador Davies held his private talks with Prime Minister Churchill from May 26 to May 29 at Chequers and at No. 10 Downing Street. On May 27 I had a cable from Churchill raising a puzzling question.

Churchill said that he was hoping I would soon be able to let him know the date "of the meeting of 'the three.'" The Prime Minister said his talks with Davies were agreeable as he would report to me on his return. Then Churchill made the surprising statement that he would not be prepared to attend a meeting which was a continuation of a conference between myself and Stalin and that "the three" should meet simultaneously and on equal terms.

I had at no time proposed seeing Stalin alone at any separate conference. I had even rejected the idea of meeting Churchill alone. Churchill intimated through regular channels that he would like to see me before we had a meeting with Stalin. He considered coming over to Washington and the two of us going

DELEGATING AUTHORITY BUT

On V-E Day, May 8, 1945, Truman had what he calls "my first bad experience in the problem of delegating authority." It had to do with the Lend-Lease program: "Leo Crowley, Foreign Economic Administrator, and Joseph C. Grew, Acting Secretary of State, came into my office after the Cabinet meeting on May 8 and said that they had an important order in connection with Lend-Lease which President Roosevelt had approved but not signed. It was an order authorizing the FEA and the State Department to cut back the volume of Lend-Lease when Germany surrendered. What they told me made good sense to me; with Germany out of the war, Lend-Lease should be reduced. They asked me to sign it. I reached for my pen, and without reading the document, I signed it.

"The storm broke almost at once. Crowley interpreted the order literally and placed an embargo on all shipments to Russia and to

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IN THE BIG THREE



EMISSARIES Joseph E. Davies (*left*) and Harry Hopkins report to President Truman and Admiral Leahy on their missions to establish a personal relationship—like Roosevelt's—with Churchill and Stalin.

back together. In my judgment that would have been a serious mistake, at a time when we were trying to settle things with Stalin. Stalin was always fearful that the British and ourselves would gang up on him. We did not want that. We wanted world peace, and we needed the three powers working together to get it.

On June 5 Davies came to report to me. He made his report orally—then submitted it in writing.

Davies told the Prime Minister my position was that every agreement made by President Roosevelt would be scrupulously supported by me, and that if there were differences of opinion as to what these agreements were, I wanted them cleared up.

"The President has reason to believe that the situation is the more serious because of Soviet suspicion that Britain and the U.S., along with the United Nations, are now 'ganging up' on them. Such suspicion in fact is unjustified, and ought to be dispelled. That requires the establishment of confidence in the good faith and reliability of the parties, which comes only through frank discussions and the opportunity to know and estimate each other.

"On that score the President is at a disadvantage in contrast to that which the Prime Minister and Marshal Stalin enjoy. The Prime Minister and Mr. Eden both have had the benefit of frequent contacts and friendly association with Marshal Stalin and Commissar Molotov. It is the President's desire, therefore, in view of the responsibility which he must assume, to have a similar opportunity to know the Marshal and to have Marshal Stalin come to know him. . . .

"The President therefore," explained Davies, "desires an opportunity to meet the Marshal before the scheduled forthcoming

CONTINUED

RETAINING RESPONSIBILITY

other European nations, even to the extent of having some of the ships turned around and brought back to American ports for unloading. The British were hardest hit but the Russians interpreted the move as especially aimed at them. Other European governments complained about being cut off too abruptly. The result was that I rescinded the order.

"I think Crowley and Grew taught me the lesson early in my administration—that I must always know what is in the documents I sign. That experience brought home to me not only that I had to know exactly where I was going, but also that I had to know that my basic policies were being carried out. If I had read the order, as I should have, the incident would not have occurred. This was my first experience with the problem of delegating authority but retaining responsibility."

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SUNSWEEP PRUNE JUICE



TRUMAN CONTINUED

meeting. He feels certain that the Prime Minister will appreciate the reasonableness of his position and facilitate such arrangement."

At this point I saw how the Prime Minister might have taken this suggestion to mean that I desired to have a preliminary meeting with Stalin first. I had no such idea in mind. What Davies was to convey was that before the meeting got formally under way I planned visits with Stalin, as well as with Churchill, on the spot and in private in order to get better acquainted with both of them personally.

I took immediate steps to clear this point up with Churchill, advising him of my intent to discuss no business with either him or Stalin separately.

Hopkins and Harriman saw Stalin and Molotov on May 26. Hopkins reported that Stalin was as anxious to meet with Churchill and me as we were to meet with him. A number of important conferences followed and talks continued until June 7.

Hopkins informed me that Stalin told him he would meet me at any time I wished and that there would be adequate quarters for such a meeting in the suburbs of Berlin.

In reply, I instructed Hopkins to inform Stalin that I perceived no objection to meeting in the Berlin area, and that about the 15th of July appeared to be a practicable date for me. I so



LEND-LEASE ADVISERS Joseph Grew (left), Leo Crowley led Truman to take unfortunately abrupt action in the program.

informed Churchill, who, in reply, pleaded for mid-June. At last the three of us agreed that the date would be July 15, and the place Babelsberg, a suburb of Berlin.

Before Hopkins left for Moscow, I had impressed upon him the need for getting as early a date as possible on Russia's entry into the war against Japan. Hopkins had been with Roosevelt at Yalta and knew of Russia's commitment there to move against Japan after the war in Europe was ended. On May 28 Hopkins and Harriman got from Stalin a very important declaration which Hopkins cabled me.

"The Soviet Army will be properly deployed on the Manchurian positions by August 8. Stalin repeated the statement he made at Yalta that the Russian people must have a good reason for going to war and that depended on the willingness of China to agree to the Yalta proposals.

"Stalin made categorical statement that he would do everything he could to promote unification of China under the leadership of Chiang Kai-shek. He further stated that this leadership should continue after the war because no one else was strong enough. He specifically stated no Communist leader was strong enough to unify China. He proposes to back the Generalissimo in spite of the reservations he expressed about him."

I was reassured to learn from Hopkins that Stalin had confirmed the understanding reached at Yalta about Russia's entry into the war against Japan. Our military experts had estimated that an invasion of Japan would cost at least 500,000 American casualties even if the Japanese forces then in Asia were held on the Chinese mainland. Russian entry into the war against Japan was highly important to us.

CONTINUED



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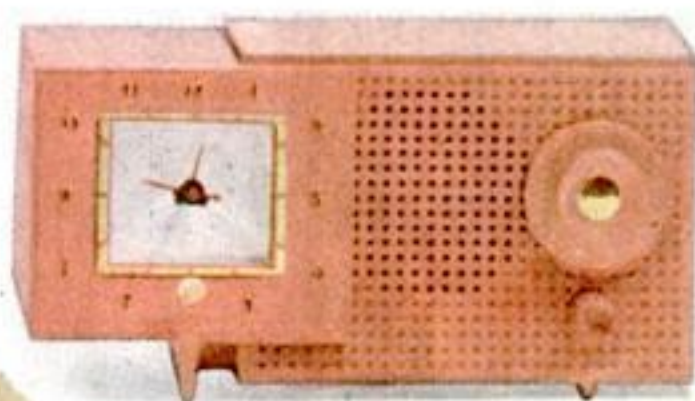
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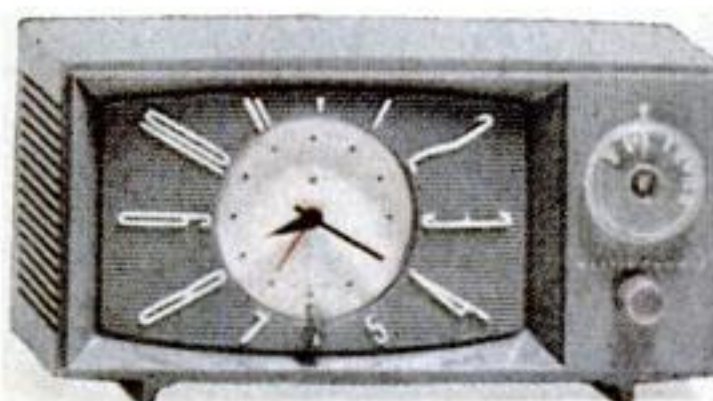
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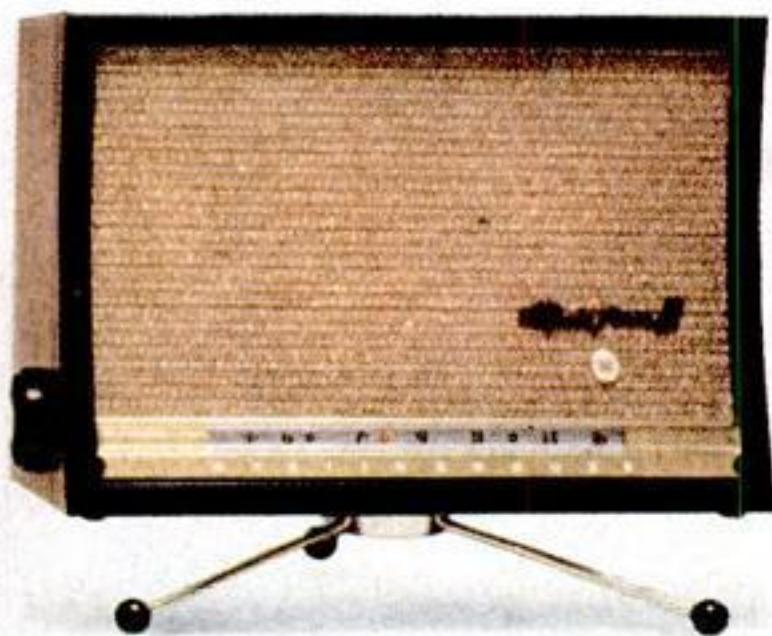
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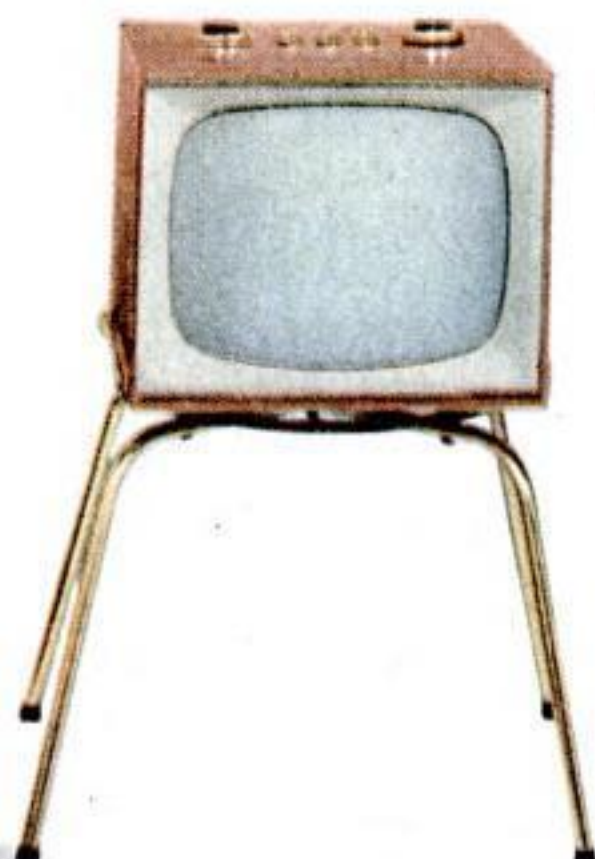
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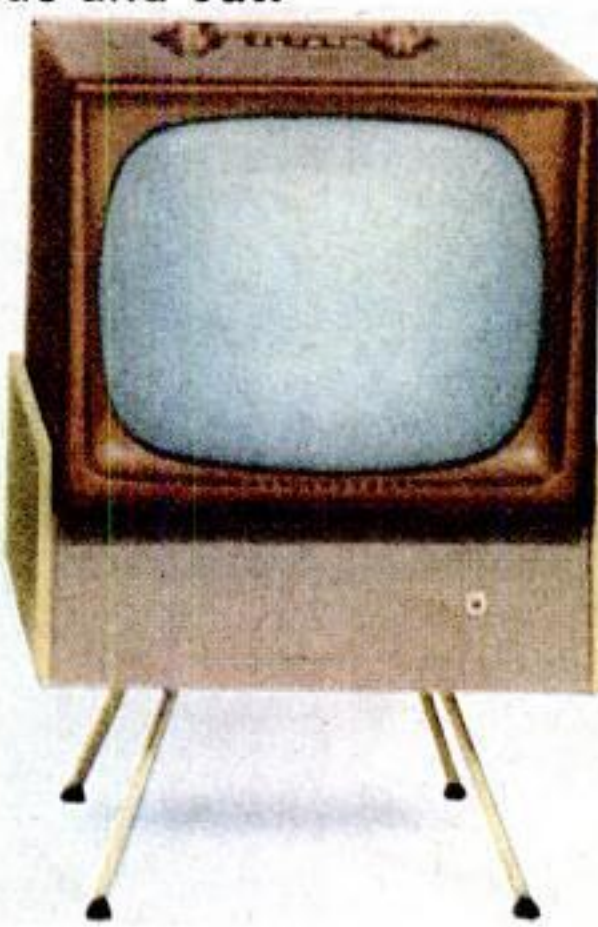
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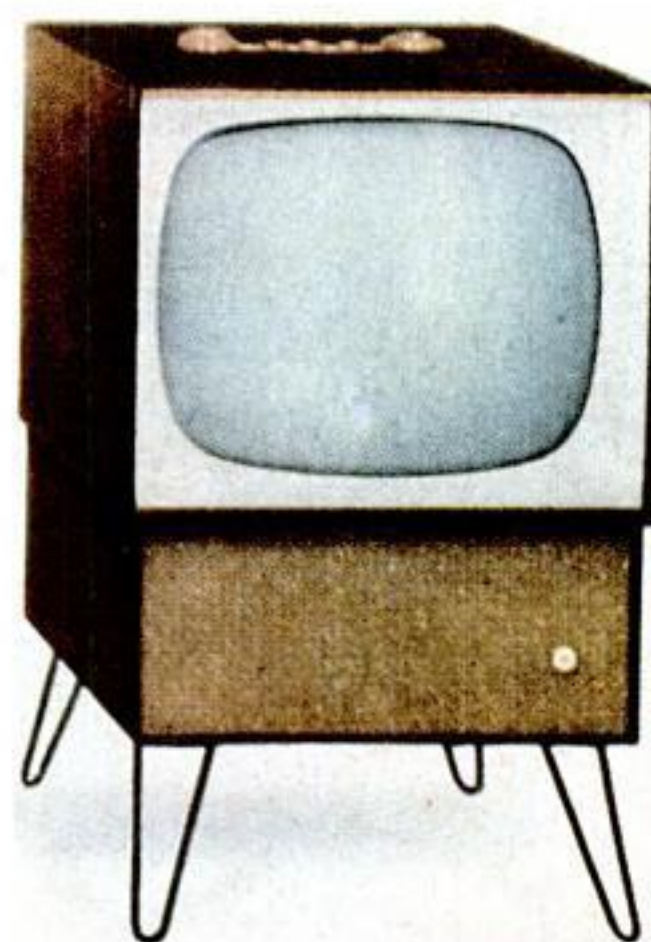
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Sure as the magnificence of our countryside in autumn is the friendliness of our firesides. For evenings grow cooler and longer, and friends come into our homes to enjoy the pleasures of American hospitality. This means SEAGRAM'S 7 CROWN to most hosts *and guests*, for this is the whiskey that pleases more Americans than any brand in history—because it is American whiskey at its very finest.

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THE U.N.: 'CALL ME AT ANY HOUR'

MY first act as President of the United States had been to reaffirm the American desire for a world organization to keep the peace. I hoped that some day we could build an international organization that would eventually work on the same basis as the union of the United States.

Before the American delegation left for the U.N. Charter Conference in San Francisco, I conferred with them. We did not want to run the risk of another League of Nations tragedy, with the United States standing in isolation. I instructed Secretary of State Stettinius to consult Senators Connally and Vandenberg on every move he made in order to get full agreement. If he could not get those men to go along, he was to call me at any hour, and because of this arrangement all important matters were referred to me.

I always kept in mind the evolution of our Constitution. It took many years to make our Constitution work. It would take years for an international organization to work. It would try the souls of many a statesman. But I always considered statesmen to be more expendable than soldiers.

It had been agreed at Yalta that the United States, Britain, Russia, China and France would draw up a new trusteeship system to replace the mandate system of the League of Nations. But no specific territories to be placed under trusteeships were to be discussed at San Francisco. Because of the importance of certain strategic areas in the Pacific to our future security a question had arisen as to the wisdom of discussing the subject at all at this time.

My attitude was always that while it was necessary for us to control certain islands in the Pacific until peace was established, these territories should not be closed to the rest of the world. I believed we should set up civil governments as soon as possible to replace the military governments.

I wanted to see the brave Filipinos back on their feet and thriving as citizens of a free and successful republic. There was some opposition to taking up the question of Philippine independence at this time. Special interests were heard from. Even Secretary of the Interior Ickes had strongly opposed early independence. He exhibited the same violent opposition with me as he did with Roosevelt, to whom he had written that if independence were granted at an early date, he wanted to be relieved of all responsibility for the Philippines.

I rejected Ickes' capricious position, and I was determined to set up the machinery to expedite Philippine independence.

'What a two months!'

WITH events crowding and work piling up upon me, I had not been able to write Mamma since her visit to the White House. But on June 13, before breakfast, I wrote: "Dear Mamma & Mary:—It is just two months last night since I took the oath of office—and what a two months! The next two years can't hold any more. I don't dare think of facing the next two months let alone two years. I have to take things as they come and make every decision on the basis of the facts as I have them and then go on from there; then forget that one and take the next. . . .

"Your trip here was a grand success and so was the Texas trip. As long as we all behave as we have the first two months, Mr. President will get through the next two years all right. . . .

"It is rather lonesome here in this old barn without anyone. I am all alone—but I get a lot of work done. It is now 7 A.M. and I've been up an hour. Went to bed at 11:30 after reading dispatches, letters, reports, etc. The clocks have all decided it's seven o'clock. One with a hoarse voice leads off. It is a little one which sits on my study mantel. Like most small people it has a big voice. Then comes the gold clock on the bedroom mantel. I swiped it out of the Madam's sitting room after she left. The

CONTINUED

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"Our basement was so bad that we would have to pump out 4 to 5 feet of water. It was considered by contractors and builders as the worst basement in this area. After trying dozens of preparations, we tried Rox Masonry Paint. We followed the simple directions and the results have been amazing. For the first time in 13 years, the basement is usable.—Midland Furniture Co., Midland, Mich.

PROOF!

Outside Walls Painted with ROX Still Perfect After Several Years

"After using several masonry paints on the walls of our block buildings, we found that within six months to a year the paints would blister and peel. A number of painters and paint experts all suggested Rox Masonry Paint because it was guaranteed not to blister or peel. Our buildings were painted with Rox several years ago and are still in perfect condition."—Waldo D. Andrews, V. P., Hazel Park Racing Association, Hazel Park, Michigan.

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Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact . . . instantly relieves the itching!

Why endure that agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief . . . restores wonderful comfort to sore, burning skin and cracked, peeling toes.

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TING is a non-greasy, stainless "dry cream" discovery. Simply rub on.

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TRUMAN CONTINUED

ship's clock in Mrs. Wallace's room bangs away in that crazy sailor count of bells. And then the old grandpa clock in the hall comes out with the squeaky voice you remember—the biggest clock with the highest pitch. Like fat tenors you know. . . .

"We're getting straightened up. I've moved my desk between the windows, and they've put the drapes in my bedroom and Bess's bedroom. . . ."

On June 16 I found time to write Mamma and Mary another letter: "The deed came day before yesterday and that gives you a rent-free home for the rest of your life anyway—and that goes for you both.* So now take good care of yourselves and live as long as you can—'forever' the Mesopotamian kings used to say to each other—'O King, live forever.' But they never did, only in statuary, and vandals usually carried that off to decorate some other building than the king's tomb or used it for a hitching post.

"I am having a strenuous time. Everyday I see some notable of some sort, pin medals on heroes and make world shaking decisions. It seems to agree with me for I've gained twelve pounds



MISLEADING TROPHY. salmon purchased by Senator Magnuson, gives Truman and the senator a laugh on Puget Sound trip.

since last January: I guess it's because I have nothing to look forward to but retirement. . . .

"Had a dozen people over for dinner last evening—just the military aide and his wife and kids and the naval aide and his wife and Marine sergeant boy—a nice kid by the way—and John Snyder and his wife and lovely daughter. She's about Margie's age. Vaughan's daughter is about sixteen and his boy is ten—13 at the table.

"Three generals came in to see me yesterday and General Patch gave me Herr Goering's baton. I always get those dirty Nazis mixed up but it makes no difference. Anyway it's the fat Marshal's insignia of office. It is about a foot and a half long, made of ivory inlaid with gold eagles and iron crosses with diamond studded end caps and platinum rings around it for engraving. Must have cost several thousand dollars—maybe forty—to make. Can you imagine a fat pig like that strutting around with a forty thousand dollar bauble—at the poor taxpayers' expense and making 'em like it? It goes to a military museum.

"Monday I entertain Eisenhower, a real man. Tuesday I go to Olympia, Washington—Saturday a week from today San Francisco, Sunday back here, Monday, June 25th, appear in the Senate and Wednesday 27th Independence, 28th K.C. and home for a few days and July 3rd Governors Conference at Mackinac, Mich., and then get ready to go to Berlin. How would you like to be the President des Etats Unis? It's a hell of a life. . . ."

I rushed off this letter on June 19: "I am all packed up and ready to go to the plane for Washington State. Will send you a line or two. The deed was OK. I get all the mail but don't get a

*Truman had just purchased a house in the town of Grandview for his mother and sister.—ED.

CONTINUED



Only Borden's Starlac® gives you these pre-measured quart envelopes!

No muss, no fuss, no measuring! Get three 1-quart envelopes in the new red package.

Just tear off the top . . . pour into a quart of cool drinking water . . . a swish of the spoon . . . and you have New Instant Starlac, the nonfat milk that's *really* ready in an instant.



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in the 5 qt. package . . . even less in the giant economy 12 qt. package!



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NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

Here's deodorant protection you never thought possible!

New Mum Mist spray deodorant stops perspiration *instantly and for hours*. Contains miracle hexachlorophene to prevent odor *all day long*—even if you are one of the 2 in 5 who perspire freely.

No more messy running or dripping!

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You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.



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Kill fleas!

Kill annoying cat fleas and lice with Sergeant's Cat Flea Powder. Prepared especially for cats, Cat Flea Powder is safe and effective! Use it regularly on your pet and his sleeping quarters. Only 49¢ at any drug or pet counter.



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While you're in the store, pick up a package of Sergeant's VITAPET Capsules. They supply your cat with needed vitamins... guard against disease. As important during good health as in illness. Only 75¢.



TRUMAN CONTINUED

chance to answer it specifically. The papers usually tell all I'm doing anyway.

"It makes no difference about the Daily Record publishing the deed to the house. That is to be expected. They publish everything recorded and it doesn't make any difference. There's nothing they can say about me that hasn't been said all over and they can't do me any harm now. . . .

"I'll stop at home on the way back. Love to you both. Harry"

"P.S. Had a big shindig for Gen. Eisenhower last night. About



AT SIGNING OF U.N. CHARTER in San Francisco on June 26, Truman congratulates Secretary of State Edward R. Stettinius as the other U.S. conference delegates (in row behind table) wait to sign.

110 there. It was quite a party. Mostly soldiers. The Supreme Court and the Cabinet were there too as was the staff—the Presidential Staff I mean—both civil and military. It was a gaudy affair if gold braid counts. . . .

"Too bad about old Sam. I sent Delsie a telegram."

Sam was the son of Aunt Caroline Simpson. This good old black woman had been our cook and washwoman. All of us called her Auntie. We were all as fond of her as we were of our kinfolks. She was the mother of three boys and two girls with whom we grew up. Sam was the oldest boy and big and fat. Everyone called him Fat Sam. I had made him fireman at the county home when I was on the county court of Jackson County. He supported his mother and Delsie, his crippled sister. When Auntie died, we all felt as if we'd lost a member of the family, and we felt the same way when Sam died.

I wrote Mamma again on June 22, shortly after I arrived in Olympia: ". . . Have been going at a terrific gait all the time. Gave a nice-looking soldier boy a Congressional Medal on Wednesday and went fishing on Thursday. The Dept. of the Interior gave us their fishing boat—a nice yacht built for Herbert Hoover when he was Sec. of Commerce in 1926. We caught no fish but Senator Magnuson bought one from a couple of real fishermen in a rowboat for picture-taking purposes. Fish weren't interested in our bait I guess. Got a good sunburning and had a lot of fun. . . .

Hope to be in Independence next Wednesday at 2 P.M.

"Will do better next time.

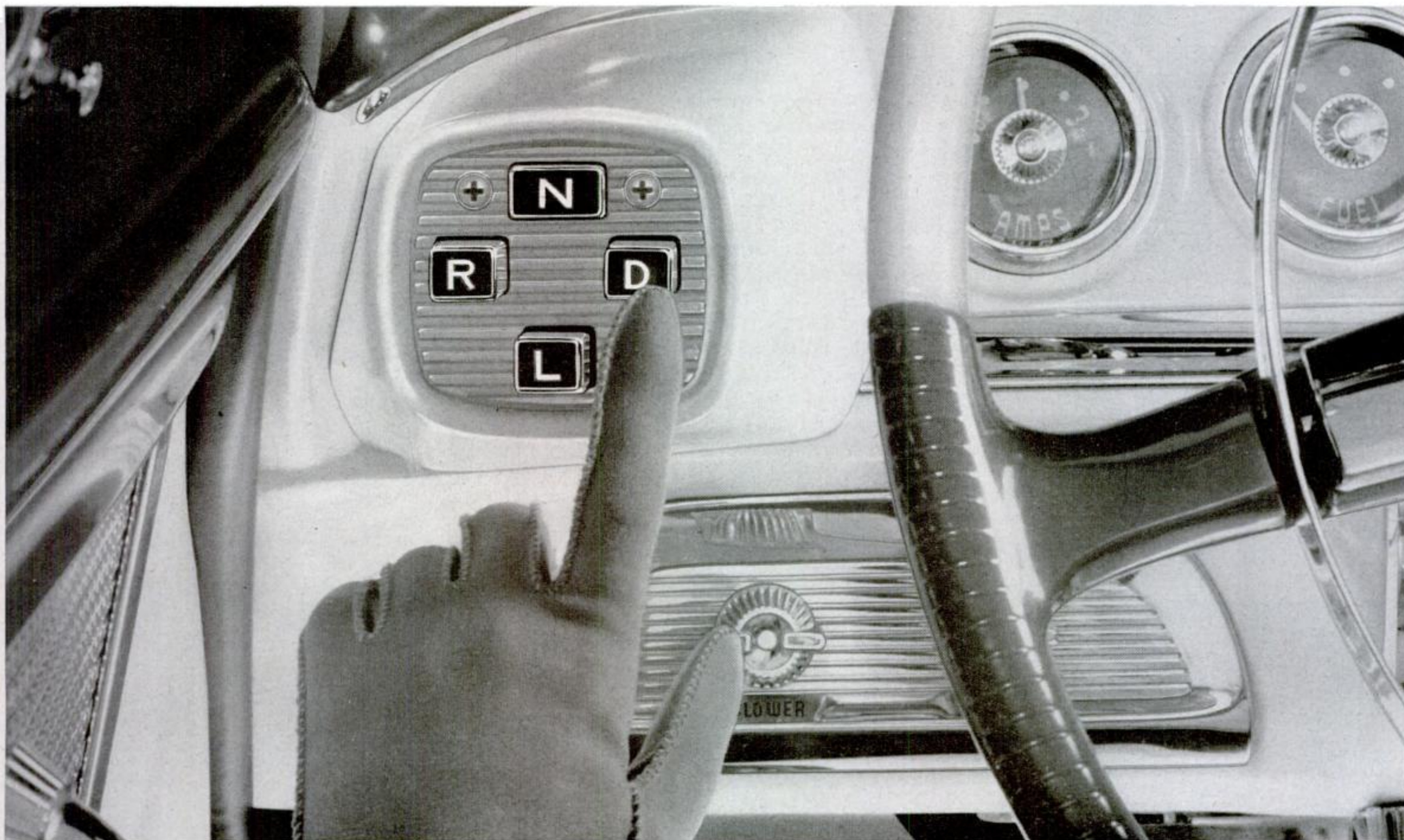
"Love to you both.

Harry"

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Just think! You can now select your driving range with a touch of your finger to a button on the dash at your left—where only *you* can touch it.

Press "D" and you're in Drive. Step on the gas and away you go, with PowerFlite, best combination of smoothness and acceleration among all automatic drives. To Reverse, simply push "R"; for Low, push "L" and for Neutral, press "N."

The dash location for the drive selector in our 1955 cars was so popular that we've now taken the next logical step . . . far ahead of other cars.

And **PUSHBUTTON POWERFLITE** is just one of the many surprising new features developed as result of your favorable response to our 1955 cars.

In fact, people found the differences between our 1955 cars and others to be so great and so good, that within a few short months after their introduction, more than a million families selected a new Plymouth, Dodge, DeSoto, Chrysler or Imperial.

And for 1956, the second challenging year of THE FORWARD LOOK, the differences are greater still!

You'll see this in THE FLIGHT-SWEEP . . . freshest new note in car design in many years, keyed by a single stroke of modern line from jutting headlight to the bold, upswept rear fenders.

You'll discover *new performance* in these cars, too . . . new power and new economy from the most advanced engine design in any cars today.

You'll enjoy a *new kind of ride*, that hardly cares *what* kind of road you travel on. And with it you

can have *full-time* Safety-Touch Power Steering that gives your hand the *same* sure feel of consistent control and ease in every mile, every day. You'll find new safety in these great new cars. New LifeGuard door latches that hold fast under stress as no latches have ever done before. New hydraulic braking systems that have never had their equal for *ease* of operation and for *sureness* of control. And you may even have new Safety Seat Belts, if you wish, front seat and rear.

Yes, here will be cars that literally borrow from tomorrow to put *you* ahead today. Cars that move THE FORWARD LOOK even farther forward. Cars in every price class, from lowest to most luxurious, that bring you things that other cars at any price don't have.

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Andy Varipapa World's Champion Bowler tells **The "Ideal" Way To Bowl A Strike**



Approach. Feet move forward naturally. (Andy makes it look as easy as combing your hair with Fitch Ideal!)



Backswing. Andy's backswing goes no higher than his shoulder. Body relaxed, knees slightly bent, eyes straight ahead.



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Try Andy's "Ideal" way to groom your hair too!

Use this amazing new discovery that keeps your hair neat all day without gooey oils and creams... keeps your hair and scalp cleaner, too!

Want to score "300" in the well-groomed league? Use Fitch Ideal Hair Tonic and your hair will be good-looking and neat all day long!

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TRUMAN CONTINUED

HIS OWN 'BOARD OF DIRECTORS'

EVERY President must have a Cabinet of his own choosing. I knew that several members of the Cabinet had planned to leave even prior to the death of Roosevelt. I knew others would prefer to leave now that Roosevelt was gone, because of the special relationship they had established with him.

The first Cabinet member whose resignation I accepted was Frank C. Walker, the Postmaster General. I announced his retirement, to be effective June 30, and appointed Robert E. Hannegan, chairman of the Democratic National Committee, his successor. Walker had wanted to quit long before. As a matter of fact, before I was elected Vice President, Walker had asked me to come down to the Postmaster General's office one day. He told me that President Roosevelt wanted me to be chairman of the Democratic National Committee and asked me if I would take it.

I told Walker that I was in the United States Senate and was chairman of the Special Committee Investigating the National Defense Program, which I thought was making a contribution to the winning of the war. While the offer was a great compliment, I did not feel that I could accept it.

All of this was in preparation for Walker to resign, both as chairman of the Democratic National Committee and as Postmaster General. Roosevelt had promised to let him quit and said he would appoint Hannegan in his place. Hannegan had been chairman of the St. Louis Democratic Committee, and when a vacancy came about in St. Louis for a Collector of Internal Revenue, Bennett Clark and I discussed the idea of recommending him to President Roosevelt. After Hannegan had been Collector for some time, Morgenthau selected him as Commissioner of Internal Revenue, calling him the best Collector of Internal Revenue in the country.

Therefore, when Walker insisted on retiring after President Roosevelt's death, I decided on Hannegan to succeed him.

Miss Perkins asks for a rest

ON May 23 I announced three additional changes in the membership of the Cabinet: the resignation of Francis Biddle as Attorney General and the appointment of Tom C. Clark to succeed him; the resignation of Frances Perkins as Secretary of Labor and the appointment of Lewis B. Schwellenbach to succeed her; and the resignation of Claude R. Wickard as Secretary of Agriculture and the appointment of his successor, Clinton P. Anderson.

Miss Perkins was among the first to come and tell me that she no longer wanted to stay in the Cabinet. She said that she needed a rest. I told her that I would be happy to have her remain in the Cabinet. She was a very able administrator. I always thought she made a good Secretary.

Lewis Schwellenbach was a federal judge when I asked him to head up the Department of Labor. A great many of the Labor Department functions had been absorbed during the war, and I was anxious to restore it to the place for which it was originally intended. Schwellenbach was an able lawyer and federal judge, a good senator, and a real, honest-to-goodness liberal. We saw right down the same alley on public policy.

Francis Biddle had been a good Attorney General, and there was no ill feeling between us. He quit voluntarily. I do not believe that he was as well satisfied with me as a liberal President as he had been with my predecessor. This was his right. I asked Biddle whom he would recommend to take his place, and he suggested Tom Clark.

When I conferred with Clark regarding his appointment, I emphasized to him the need to be vigilant to maintain the rights of individuals under the provisions of the Bill of Rights. I asked him to call a meeting of the District Attorneys of the United



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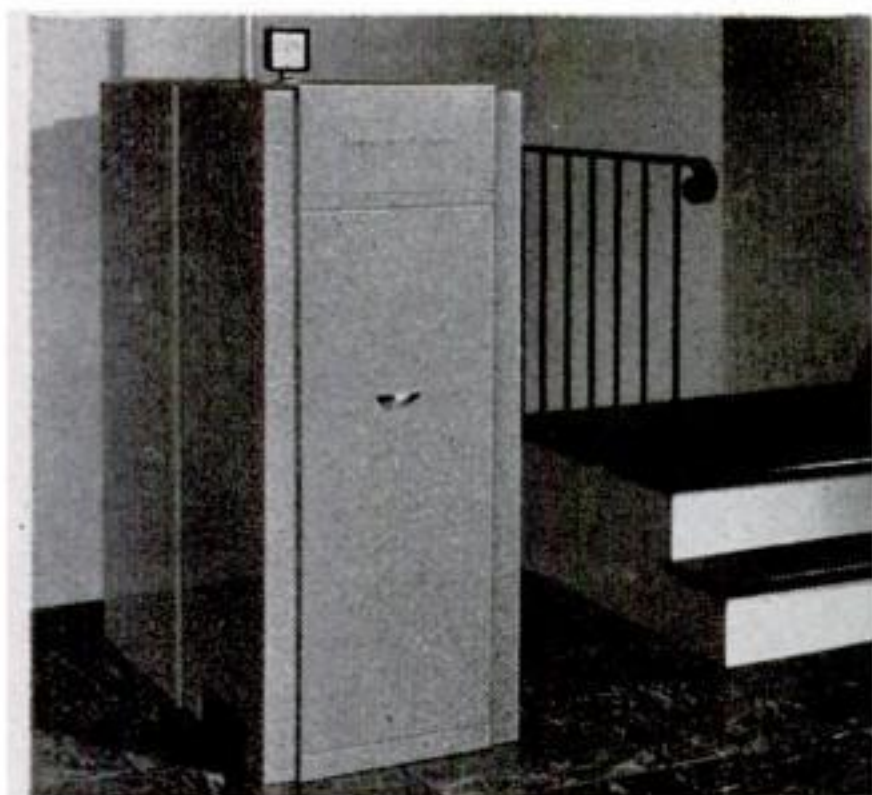
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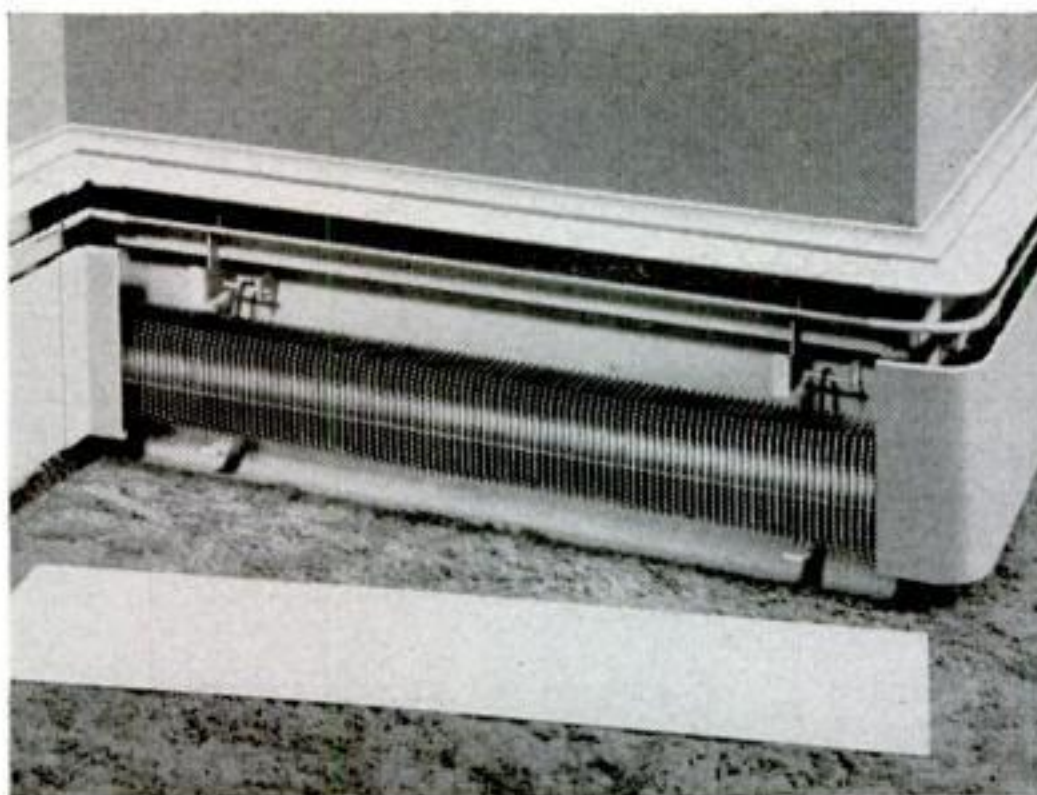
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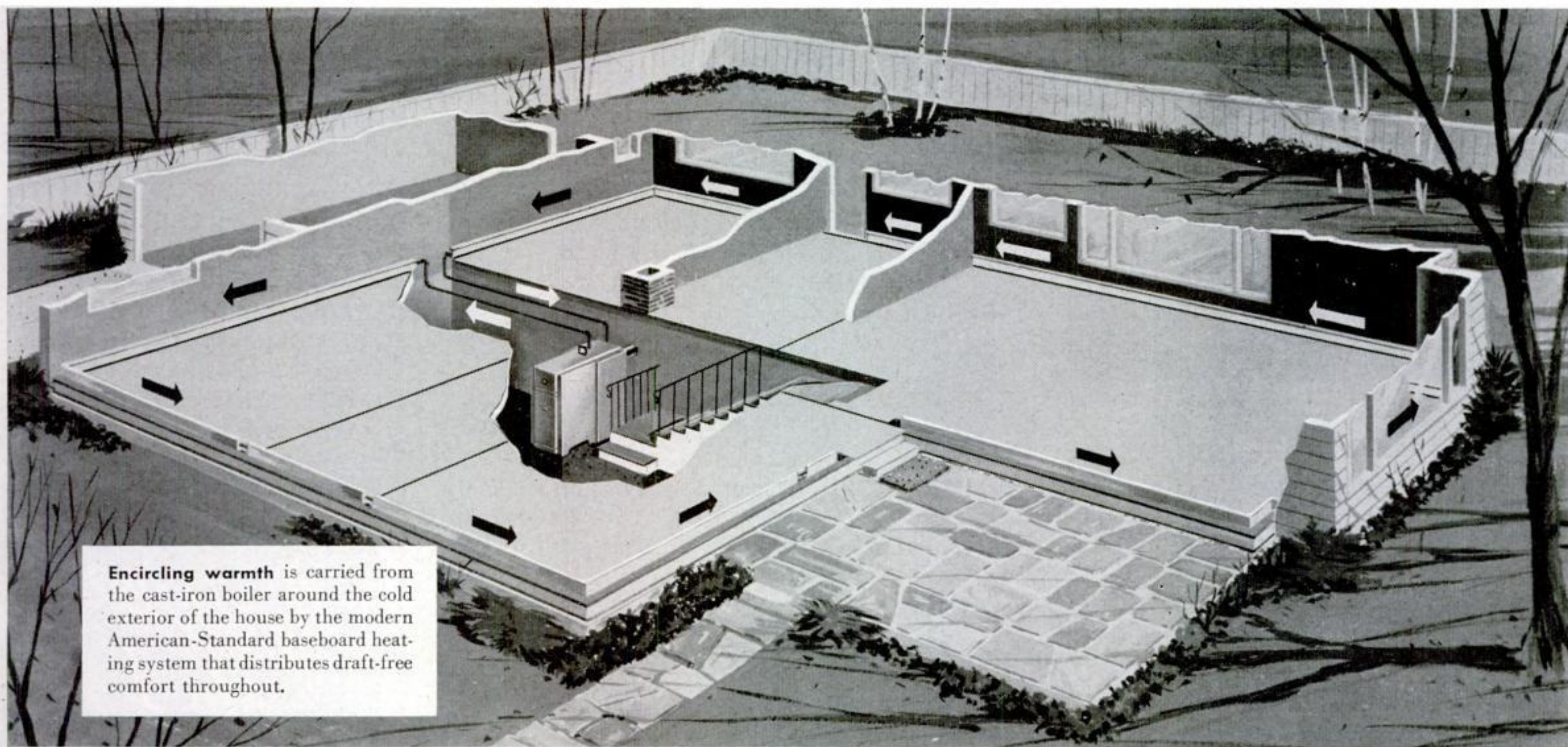
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TRUMAN CONTINUED

States. I told them, when we met, that while they were enforcement officers of the government, it was their duty to see also that the rights of the citizens were protected. I emphasized this so much that Tom Clark thought I was "hipped" on the subject—and I was.

The appointment of a new Secretary of Agriculture became necessary when I appointed Claude Wickard to be head of the Rural Electrification Administration. He had told me he would like to be head of the REA and did not want to remain any longer as Secretary of Agriculture. I was very much surprised that he asked for the new office, and I gave it to him because I knew he was well fitted for it.

Clinton Anderson was on the House of Representatives Select Committee to Investigate Food Shortages and had been instrumental in the passage of a great deal of legislation in the House. I asked him if he would consider being Secretary of Agriculture, and he accepted.

The reconstituted Cabinet resulted in an unprecedented situation in that five members were from west of the Mississippi.



NEW SECRETARY OF STATE James Byrnes kisses Bible during the swearing-in ceremony watched by Stimson and Truman, who appointed Byrnes in order to make him next in line for presidency.

Two more important changes, the fifth and sixth in the Cabinet following my accession to the presidency, came about during the first days of July. These were the appointments of James F. Byrnes to succeed Edward R. Stettinius Jr. as Secretary of State, and the appointment of Fred M. Vinson to replace Henry Morgenthau Jr. as Secretary of the Treasury.

Stettinius had submitted his resignation at the close of the San Francisco Conference, and I persuaded him to become the United States member on the Security Council of the United Nations.

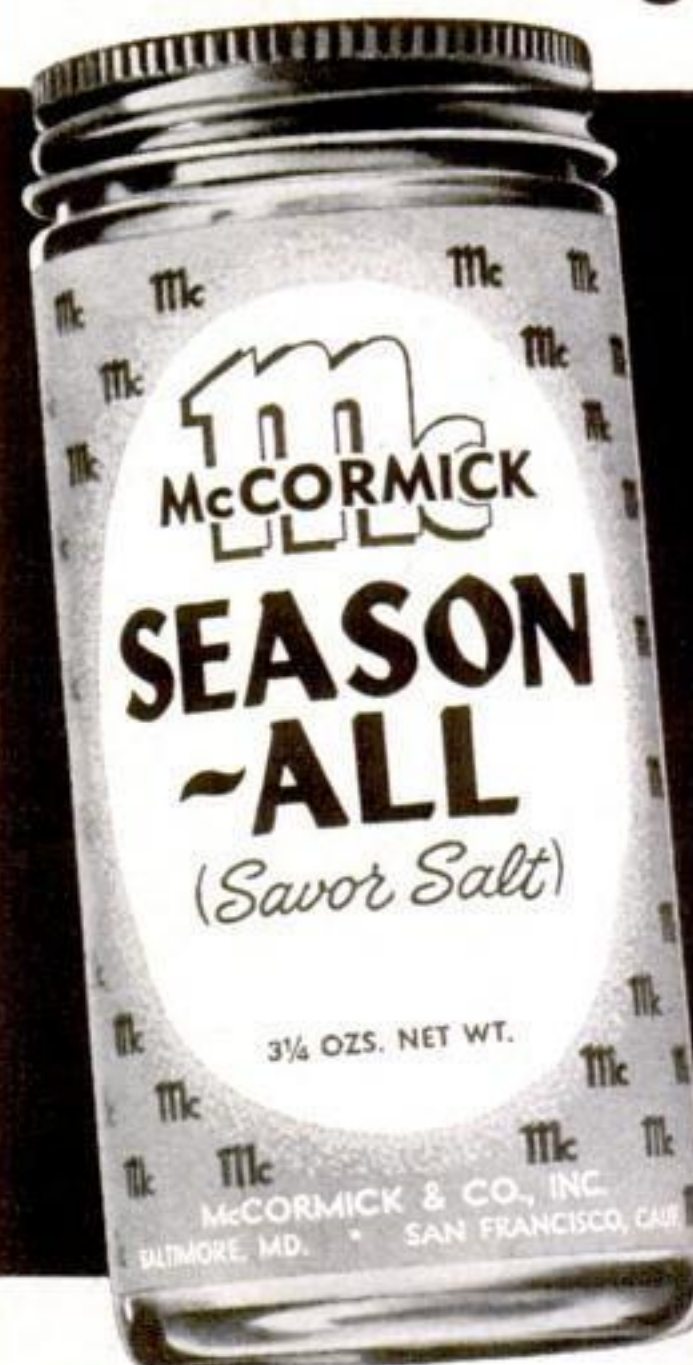
Secretary Morgenthau called upon me at the White House on July 5 to submit his resignation. His letter of resignation and my reply were made public later that day at a press and radio conference. The previous fall he had attended the Quebec meeting between Roosevelt on one side, Churchill and Mackenzie King on the other, and had worked on a plan to eliminate the industrial potential of Germany by making Germany strictly a pastoral and agricultural community. This is what became known as the Morgenthau Plan. Those of us who looked into it did not think much of this plan. I did not like it.

When he found out I was going to Potsdam in July, Secretary Morgenthau came in to ask if he could go with me. I told him I thought the Secretary of the Treasury was badly needed in the United States—much more so than in Potsdam. He replied that it was necessary for him to go and that if he could not, he would have to quit.

"All right," I replied, "if that is the way you feel, I'll accept your resignation right now." And I did. That was the end of the conversation and the end of the Morgenthau Plan.

Although Morgenthau and I were personally friendly, it would be difficult for me to evaluate him as Secretary of the Treasury

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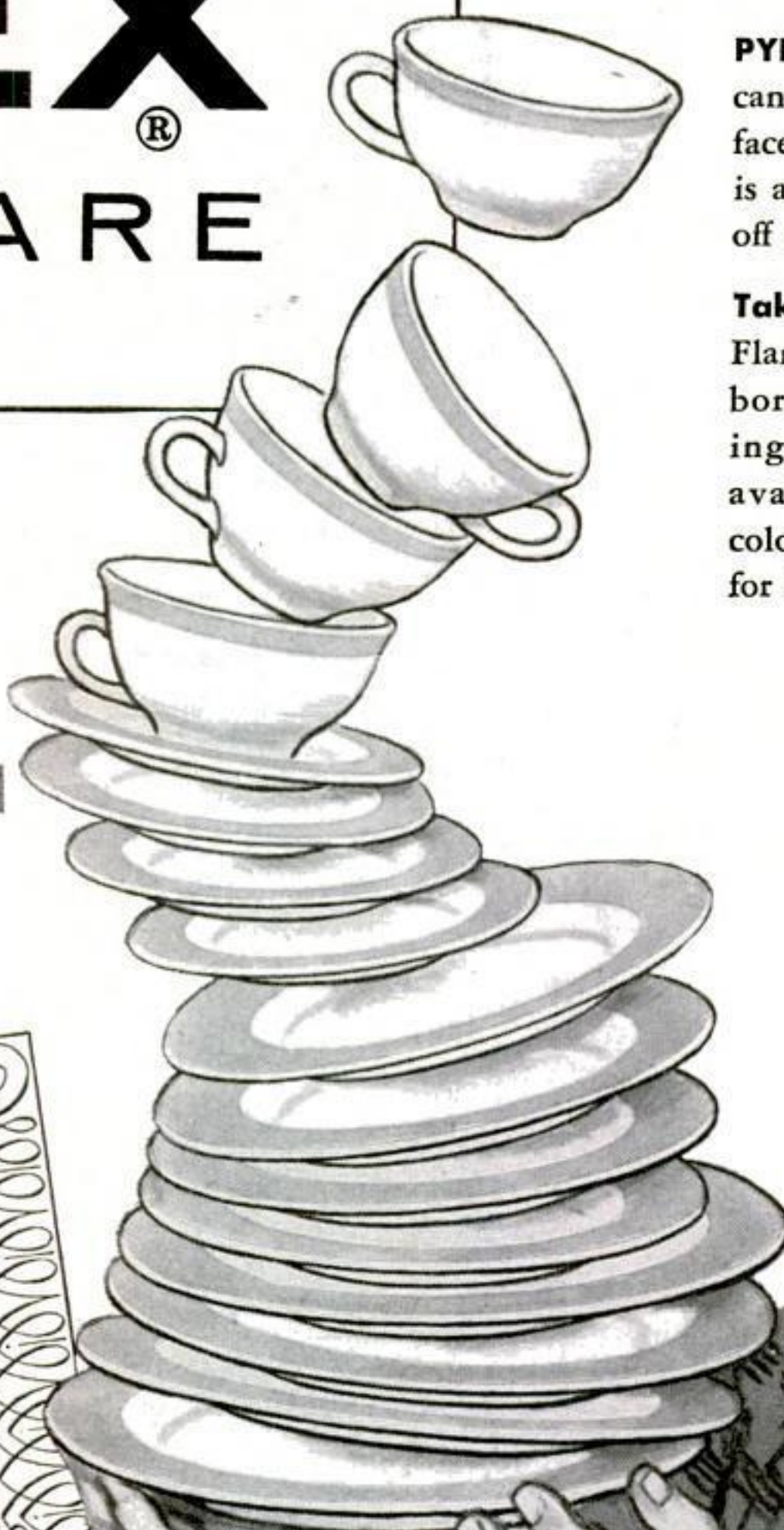
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TRUMAN CONTINUED

because I had too few contacts with him. I always had the impression that Mr. Roosevelt was his own Secretary of the Treasury.

I had not been very closely associated with Vinson until after he became an Assistant to President Roosevelt as head of OWMR. I knew Vinson socially, but after I went down to the White House and became better acquainted with him, I became highly appreciative of his capacity as an administrator. I valued his judgment and advice very highly, and, until he was appointed to the Supreme Court, he was in on nearly every conference on every subject.

By mid-July all that remained of the Cabinet which had served under President Roosevelt were four men: Secretary of Commerce Henry Wallace, Secretary of the Interior Harold L. Ickes, Secretary of the Navy James Forrestal, and Secretary of War Henry L. Stimson. At this time my Cabinet was made up of men who had had government experience and most of whom had had political experience along with it.

I consider political experience absolutely necessary, because a man who understands politics understands free government. Our government is by the consent of the people, and you have to convince a majority of the people that what you are trying to do is right and in their interest. If you are not a politician, you cannot do it.

I had previously outlined to the members of the Cabinet my views as to the position which I believed they should occupy in the administration of the executive branch of the government. I explained that, in my opinion, the Cabinet was like a board of directors appointed by the President to help him carry out policies of the government; that in many instances the Cabinet could be of great help to the President by offering advice, whether he liked it or not.

F.D.R.—'his own Secretary of State'

LINCOLN had a great deal of trouble with his Cabinet because some of them got it into their heads that they, and not the President, were the policy-makers. James K. Polk had the same difficulty with his Cabinet. Franklin Roosevelt never had any difficulty with his Cabinet for the simple reason that he himself, in my opinion, spent too much time doing the work that should have been delegated to the Cabinet. He was his own Secretary of State nearly all the time he was President. And when it came to the operation of military affairs, he was his own Secretary of War and Secretary of the Navy.

I believed that the best way to obtain different views, without encouraging rivalries between individual members, was to have complete airings in the open at full Cabinet meetings. When difficulties arose among members of the Cabinet, I had those difficulties brought out frankly and settled.

I would, of course, see Cabinet members individually, but theirs were special problems that affected only their own departments.

I believed that when the President outlined his policies to the Cabinet, it was their business to carry out his directions. I initiated that plan, and it worked reasonably well.

A Cabinet member, when he speaks publicly, usually speaks on authorization of the President, in which case he speaks for the President. If he takes it upon himself to announce a policy which is contrary to the policy the President wants carried out, he can cause a great deal of trouble.

There is a difference between Cabinet members and presidential advisers. There are some special issues on which the President needs detailed information from experts, and it is customary to try to discover the man who is best informed on these detailed matters. For instance, when we set up a scientific commission of any sort, it is necessary to find out the scientists who are best informed on the subject. The President naturally has to consult with them. Sometimes the Congress makes an effort to rob the President of his appointive powers. I would never stand for it.

In one instance, I had interviews with a senator on that very subject, and I told him that unless legislation was drawn up in such a manner as not to infringe in any way on the powers of

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 5,595,790.

(Signed) Arthur W. Keylor
Business Manager

Sworn to and subscribed before me this 23rd day of September, 1955

(SEAL) Eileen Walsh (Storz)
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The strange case of the confident host

REPORT OF OPERATIVE 40

Located subject, Waldo S., on corner of Verge and Despair. Wanted to run out on big party he had planned. Felt shaky—no confidence that he could succeed with his guests.

Operative pooh-poohed this idea. Suggested he serve a really popular drink—an impressive 7-year-old bourbon called Walker's DeLuxe. Gave him the facts—Walker's DeLuxe pleases everyone with its smooth and elegant taste. Told him, get a *case*. Actually costs no more—often costs less that way.

Checked party that night. Case of Walker's DeLuxe in kitchen. Host confident. Tremendous success. O.K. to close file on Waldo S.

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DELIVERING U.N. CHARTER in person to Senate, Truman is greeted by his old friend Senate Secretary Les Biffle (left, front).

TRUMAN CONTINUED

the President, the bill would never be signed. He made the statement that I didn't have the education to know anything about science. "Well," I said, "I think I know a little more about the Constitution than you do, Senator, and as long as I am here, I am going to support it as I have sworn to do." I got the bill in the form I wanted, and then I signed it, but it took a long time.

The President, of course, must be prepared to support his Cabinet members when they need backing.

ON July 3, the day after I went to the Senate to submit in person the United Nations Charter, I wrote a letter to Mamma and Mary: "... Went to the Senate yesterday, and you should have seen the carrying on they did. I could hardly shut 'em up so I could speak. And they did the same thing after I finished. Some said the Senate never did carry on so over a President or anybody else. Well anyway, I believe we'll carry the Charter with all but two votes. Hiram Johnson and Curly Brooks, I believe, will be the only ones against it. Won't that be great?

"I am getting ready to go see Stalin & Churchill, and it is a chore. I have to take my tuxedo, tails... preacher coat, high hat, low hat and hard hat as well as sundry other things.

"I have a brief case all filled up with information on past conferences and suggestions on what I'm to do and say. Wish I didn't have to go, but I do and it can't be stopped now.

"Hope you are both well. I sent a check today. Will leave Friday night, but you can keep on writing to me; they'll send me a pouch by air every day.

"Love to you both.

Harry"

NEXT WEEK: AT POTSDAM A TOUGH STALIN SHOWS 'WHAT WE HAD TO FACE'

- "I said that if they did not get to the main issues, I was going to pack up and go home"
- Stalin and the press: "Who let them in?"
- "Churchill in the end would agree, but he had to make a speech about it first"
- "You never saw such pig-headed people as are the Russians"



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3. Mummy says just put it in the milk.



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PARISIAN AND PEASANT tour the All-Union Agricultural Exhibition in Moscow. She is Suzanne

Devie, loaded down with presents to take home. He is from the Urals, in the capital on a holiday.



FIRST LOOK at Leningrad brings French tourists to portholes of the *Batory* as the liner docks.

BONJOUR IVAN

**Fun-loving French tourists
breeze through U.S.S.R.**

The Russian thaw, going on at a measured rate, proceeded a little more quickly last month when the biggest postwar batch of tourists breezed in from France. Some 750 high-spirited Frenchmen and Frenchwomen arrived in Leningrad aboard the Polish liner *Batory* on a 14-day pleasure cruise and tour which, for \$570 first class, included tickets for the ballet, a visit to the tomb of Peter the Great and a free look at Stalin's bedroom in the Kremlin.

In Leningrad and Moscow, pretty Parisian girls charmed peasants and soldiers out of medals for mementos. A young Frenchman managed a fast two-day romance with a Russian girl (*next page*), teaching her to kiss on a street corner the way Russians do not (she said) and Frenchmen do (he said). Tourist gourmets, though they snubbed gray caviar at bargain prices, paid \$1 a glass for Russian beer. Re-embarking with tourist loot including 50 bala-laikas, 80 fur hats and 800 bottles of vodka, the French sailed gaily home, having made a small but noticeable dent in the stolid facade of the Union of Soviet Socialist Republics.



SIGHT-SEEING AT NIGHT, Pierre Jullien, a machine maker (*left*), Henri Chaumont, a clothing

manufacturer, tour Leningrad with Russian, Tania, who guided them but would not tell her last name.



QUICK ROMANCE BEGINS as Gérard Hébert, 19, meets Tania Kabianova, 19, on the boulevard.



ROMANCE ENDS after flourishing for two days on Gorki Street (*above*) in tearful farewell (*below*).



CLOWNING ON A CANNON, a French tourist takes mock revenge for Napoleon's retreat from

Moscow by subjecting bronze lion on famous Russian fieldpiece to indignity of having its nose blown.





TROPHIES OF TOUR are spread out on deck of homeward-bound liner by Claude Fauchier Magnan, 20, who was elected "Miss Batory" by the tourists. Her

purchases include (left to right) plush cat, "Kremlin" perfume, painted dolls, a marble bear, records, birds made in China (at her knee), a balalaika and a fur hat.



COACH'S HIGH POINT

Every underdog has dreams of glory and the unquenchable hope that some of the dreams will come true. When Bill Henneberry, assistant varsity coach at Sacred Heart High School in San Francisco, watched his team go in against an overwhelmingly favored Polytechnic High, he had visions

of his team winning its third game in three years. His boys were inspired to heights and so was Henneberry. As his team blocked an extra point kick, Henneberry took off in a jubilant leap. At the half, his boys led 7-6. Then, putting on the power, Poly brought everybody down to earth, won 39 to 7.



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